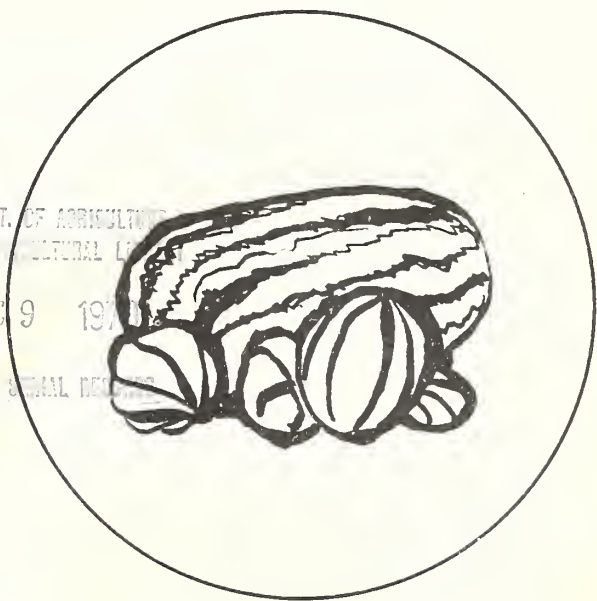


Historic, Archive Document

Do not assume content reflects current
scientific knowledge, policies, or practices.

Reserve
287-3919
M34

1971 SPRING VEGETABLES & MELONS



U. S. DEPT. OF AGRICULTURE
NATIONAL AGRICULTURAL LIBRARY
DEC 9 1970
CURRENT SERIAL DELIVERY

acreage marketing guides

U.S. DEPARTMENT OF AGRICULTURE



CONSUMER AND MARKETING SERVICE

NOVEMBER 1970 AMG 77

PREFACE

The nature of fresh vegetable markets makes farsighted production planning at least as necessary as it is for many industrial goods. Helping farmers with this needed planning is the objective of the Acreage-Marketing Guides program. Through this program, USDA's Consumer and Marketing Service tries to help growers balance the total supply of each vegetable with requirements for it.

Some production influences -- such as weather extremes -- cannot be controlled. But growers can control plantings. They can help to balance market conditions by planting optimum acreages -- acreages likely to result in enough fresh vegetable and melon production for consumer needs, but not enough to depress prices.

Consumer and Marketing Service commodity specialists continually study the markets for vegetables. They recommend acreage levels which are likely to result in crops which equal market needs. In turn, their recommendations are reviewed by various other USDA agency representatives who are well versed in the vegetable field.

The final guide recommendations for 1971 principal fresh spring vegetables and melons are presented in this publication. In the past, when growers have kept acreage within recommended levels, few marketing difficulties have developed.

CONTENTS

	Page
1970 Review.....	3
Statistical Summary.....	6
Processed Vegetables.....	11
Foreign Trade.....	14
The Nation's Economy.....	17
Demand For Vegetables.....	17
Guide Summary Table.....	18

Commodity recommendations:

	Page		Page
Snap Beans.....	19	Cucumbers.....	35
Broccoli.....	23	Lettuce.....	38
Cabbage.....	24	Onions.....	41
Carrots.....	27	Green Peppers.....	44
Cauliflower.....	28	Spinach.....	45
Celery.....	31	Tomatoes.....	46
Sweet Corn.....	32	Cantaloups.....	49
		Watermelons.....	50

In the statements and tables that follow, production is defined as the amount of vegetables sold or utilized. Quantities not sold because of economic reasons are not included in the data. In States where estimates were discontinued in 1969, background statistics for 1967 and 1968 were revised to exclude these States' data.

B

1971 ACREAGE-MARKETING GUIDES
SPRING VEGETABLES AND MELONS

I. 1970 REVIEW

Spring Vegetables and Melons

Adverse weather limited 1970 spring vegetable output in Florida. But larger production than a year earlier in California and Texas was more than offsetting. And the 1970 total production of principal fresh spring vegetables was up slightly. Following reduced plantings in the West, melon production was down substantially. At the same time, import volume of several principal vegetables and melons was high.

Although spring harvests tended to bunch, delays in early summer vegetable harvests focused market demand on spring producing sources well into early summer. For most fresh vegetables, shipping point prices were favorable, and total value of principal fresh spring vegetables in 1970 was \$236.7 million compared with \$232.9 million in 1969, and \$229.8 million in 1968. Because of adverse weather, Florida farmers reported high production costs which were not fully compensated by better-than-average prices.

The 1970 total plantings of principal fresh spring vegetables were slightly more than in 1969. The increase reflected sharply larger acreages of many spring vegetables in California, where heavy rains limited plantings a year earlier. Also, there was a modest gain in Florida acreage, due mainly to delayed tomato plantings that were recorded for spring harvest rather than winter. The total acreage in Texas was down moderately, and there was a slight decrease in Arizona.

Spring cantaloup plantings in 1970 were substantially less than the large total in 1969. This was due to sharp cutbacks in California and Arizona producing areas. Because of acreage reductions in both Florida and California, total spring watermelon plantings were much less than in 1969.

In 1970, generally favorable weather in the West contrasted sharply with that in Florida. The 1970 season in south Florida was one of the worst ever for vegetable production. Freezing temperatures in January destroyed early plantings, and heavy rainfall in March caused extensive crop losses and harvest delays for major Florida vegetables.

The 1970 combined production of 13 spring vegetables was 35.5 million hundredweight, 3 percent more than in 1969. There was considerable variation in the production of individual commodities compared with the year earlier (Table 1).

Among the leading spring vegetables, lettuce production was nearly a tenth more than in 1969, and there was a substantial gain in onion output. Also, 1970 spring broccoli and cauliflower crops were much larger than in 1969. But spring cucumber, green pepper, and tomato crops were substantially less than normal. Despite increased output in California, total cabbage and sweet corn marketings were only slightly larger than in 1969. Because of smaller plantings, spinach production continued to decline in 1970.

Total 1970 spring cantaloup production was a fourth less than the large 1969 output. The sharp decrease in output from a year earlier was due to much smaller crops in both California and Arizona. Spring watermelon production in 1970 was moderately less than in 1969 and the smallest in a decade. The aggregate value of 1970 spring cantaloups and watermelons was \$11.4 million, 11 percent below 1969's \$12.8 million.

Florida and California each accounted for about a third of 1970 total commercial spring vegetable and melon production. Florida's share of the total output was moderately less than in 1969. Spring vegetable output in California in 1970 was nearly a third larger than the moderate 1969 volume. Also, aggregate vegetable-melon volume in Texas was well above 1969. But in Arizona, volume was down substantially.

The unusual production and harvest timing patterns during the 1970 spring resulted in wide variations in vegetable and melon prices compared with year earlier and historical levels (Table 2). Prices for most Florida vegetables in 1970 were sharply above average. Principal exceptions, however, included cucumber and tomato prices which averaged lower than in 1969, apparently in part because of record large import volume from Mexico. In the West, heavy shipments kept lettuce prices at low levels throughout the spring. In California, though, spring cabbage and celery markets were much stronger than normal, and favorable harvest timing added strength to markets for snap beans, onions and tomatoes.

Markets for several important fresh spring vegetables continued strong well into the late spring. With supplies much less than normal, snap bean, cabbage and celery prices advanced sharply in May. Also, during May green pepper and cantaloup prices were more than double the moderate levels in May 1969. Although prices for some previously high-priced vegetables trended lower in June as supply sources broadened into States farther north, prices for a few items continued relatively high due to harvest delays in early summer States, particularly those in the East.

Additional details on spring vegetables are shown in Figures 1 and 2 and Tables 3, 4, and 5.

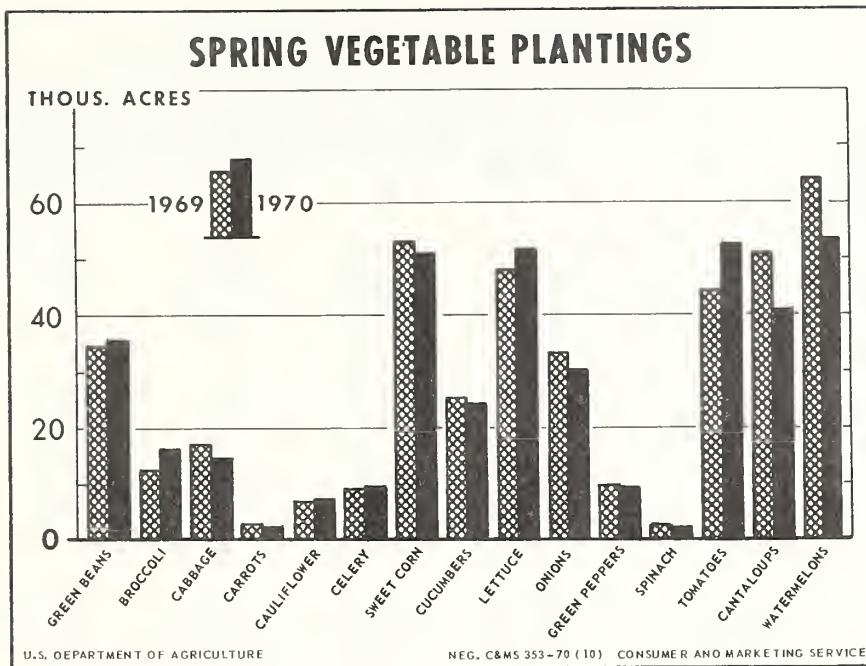


Figure 1

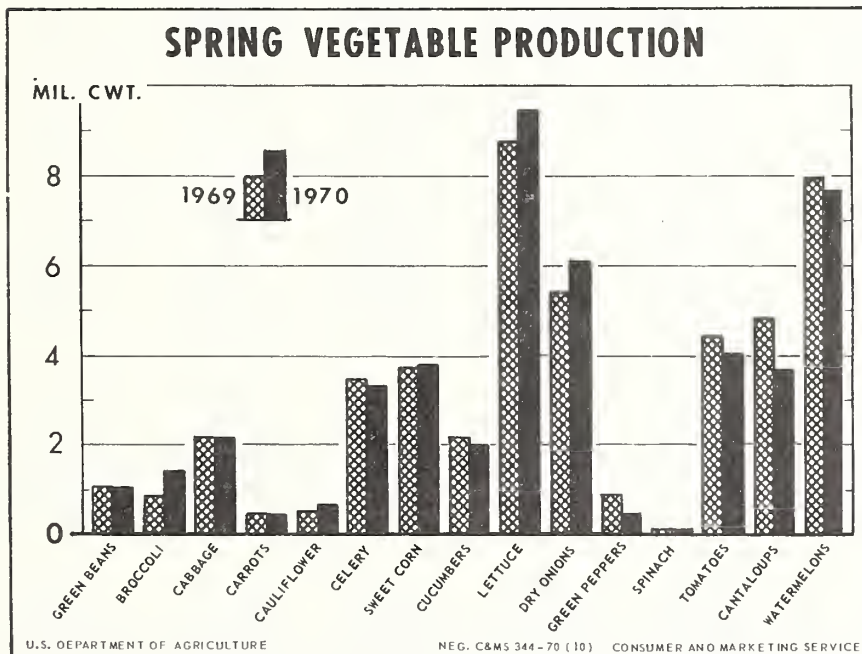


Figure 2

Table 1.--Spring Vegetables and Melons For Fresh Market: Planted acreage and production, 1968-70

Commodity and season	Planted acreage			Production		
	1968	1969	1970	1968	1969	1970
	Acres			1,000 cwt.		
<u>Spring Vegetables</u>						
Beans, Snap						
Early	13,800	13,400	13,500	* 438	419	394
Mid	10,400	9,250	9,100	279	225	241
Late	12,900	11,900	12,200	509	466	469
Broccoli						
Early 1/	17,300	12,500	16,300	1,557	885	1,467
Cabbage						
Early 1/	10,800	10,500	9,200	1,350	1,390	1,508
Late 1/	7,450	7,030	5,610	* 850	* 805	759
Carrots 1/	3,700	3,000	2,700	610	504	486
Cauliflower						
Early 1/	8,600	7,000	7,500	774	594	675
Celery 1/	8,600	9,300	9,800	*3,218	*3,520	3,384
Corn, Sweet						
Early	41,200	46,600	43,400	2,832	*3,412	3,211
Late	7,600	6,700	7,800	513	381	646
Cucumbers						
Early	11,600	12,400	12,300	1,022	1,192	1,055
Late	15,100	13,400	12,300	*1,018	995	973
Lettuce						
Early	46,100	44,000	48,150	*8,999	8,250	*8,975
Late	4,050	4,000	3,650	559	540	486
Onions						
Early 1/	27,000	25,000	21,500	2,472	3,045	3,300
Late 1/	9,300	8,700	8,800	2,742	2,402	2,816
Peppers, Green 1/	8,800	10,000	9,800	801	906	536
Spinach	2,450	2,750	2,400	121	135	126
Tomatoes						
Early	19,000	24,400	32,900	3,240	3,200	2,843
Late	19,500	20,000	19,600	1,269	1,232	1,199
Total Vegetables	305,250	301,830	308,510	35,173	34,498	35,549
<u>Spring Melons</u>						
Cantaloups	41,100	50,800	41,000	3,841	4,848	3,706
Watermelons	66,600	64,600	53,900	8,372	7,963	7,668
Total Melons	110,700	115,400	94,900	12,213	12,811	11,374

*Excludes quantities not harvested or not marketed because of economic conditions.

1/ Includes some processing.

Table 2.--Spring Vegetables and Melons For Fresh Market: Value per hundredweight and total value, 1968-70

Commodity	Value per cwt. 1/			Total value		
and season	1968	1969	1970	1968	1969	1970
	Dollars			1,000 dollars		
Spring Vegetables						
Beans, Snap						
Early	11.30	10.00	13.60	4,949	4,190	5,358
Mid	9.52	12.80	13.50	2,656	2,875	3,265
Late	11.10	11.80	11.50	5,665	5,519	5,415
Broccoli						
Early	8.38	10.40	9.25	13,043	9,200	13,576
Cabbage						
Early	2.82	2.97	4.77	3,812	4,123	7,194
Late	2.21	2.29	3.89	1,880	1,842	2,954
Carrots	6.50	4.70	3.92	3,965	2,369	1,905
Cauliflower						
Early	9.96	11.20	10.20	7,711	6,652	6,860
Celery	5.39	6.73	7.11	17,345	23,697	24,063
Corn, Sweet						
Early	6.09	5.51	6.70	17,236	18,809	21,529
Late	6.42	6.02	6.53	3,295	2,293	4,218
Cucumbers						
Early	7.82	7.11	6.71	7,992	8,474	7,075
Late	5.97	6.57	6.65	6,075	6,540	6,475
Lettuce						
Early	3.85	5.54	3.77	34,605	45,730	33,851
Late	4.72	5.05	5.32	2,636	2,726	2,585
Onions						
Early	6.85	3.25	5.79	16,937	9,891	19,117
Late	4.15	3.77	4.28	11,383	9,050	12,047
Peppers, Green	14.80	12.50	20.50	11,821	11,351	10,993
Spinach	7.25	7.31	9.08	877	987	1,144
Tomatoes						
Early	13.40	13.90	12.10	43,512	44,558	34,447
Late	9.80	9.73	10.50	12,437	11,991	12,585
Total Vegetables	6.53	6.75	6.66	229,832	232,867	236,656
Spring Melons						
Cantaloups	7.16	6.44	8.38	27,516	31,214	31,069
Watermelons	2.25	2.50	2.64	18,799	19,908	20,207
Total Melons	3.79	3.99	4.51	46,315	51,122	51,276

1/ At f.o.b. shipping point.

Table 3.--Spring Vegetables For Fresh Market: Percentage change in acreage, production, and total value, in major States, 1970 compared with 1969

State	Percentage change, 1970 versus 1969			
	Planted	Harvested	Production	Total
	acreage	acreage		crop
	Percent	Percent	Percent	value
Florida	+ 3	- 7	-17	-15
California	+22	+26	+28	+21
Texas	- 4	+ 3	+10	+55
Arizona	- 2	+ 3	- 2	-34
New Mexico	-32	-37	-42	-54
South Carolina	-11	- 9	- 6	+12
North Carolina	-10	- 2	+ 5	+23
Georgia	- 4	- 5	- 7	+10
Louisiana	- 5	- 9	-10	+14
Virginia	-14	- 3	- 8	+30
Alabama	- 9	- 7	+17	+34
Mississippi	-20	-20	+30	+141
New Jersey	- 3	+ 2	- 9	-11
Maryland	- 4	+ 5	- 1	+ 9
Other States <u>1/</u>	- 5	- 5	- 5	+16
Total	+ 2	+ 2	+ 3	+ 2

1/ Includes Missouri, Tennessee, Massachusetts, Connecticut, and Ohio.

Table 3A --Spring Melons: Percentage change in acreage, production, and total value, 1970 compared with 1969

State	Percentage change, 1970 versus 1969			
	Planted	Harvested	Production	Total
	acreage	acreage		crop
	Percent	Percent	Percent	value
California	-34	-34	-33	- 4
Florida	-15	-11	- 1	- 2
Texas	- 1	- 1	- 1	+ 5
Arizona	-31	-31	-26	+ 7
Total	-18	-16	-11	*

* Less than one percent increase.

Table 4.--Selected Fresh Vegetables and Melons: Total unloads
in 41 cities, March-June, 1969 and 1970*

Commodity	Year	March	April	May	June	Total
<u>Carlot equivalents</u>						
Snap Beans	1969	604	854	729	1,128	3,315
	1970	548	823	749	1,091	3,211
Broccoli	1969	236	337	224	151	948
	1970	401	323	218	181	1,123
Cabbage	1969	3,040	3,186	3,010	2,713	11,949
	1970	3,052	3,030	2,562	2,763	11,407
Carrots	1969	1,350	1,470	1,361	1,152	5,333
	1970	1,493	1,395	1,201	1,186	5,275
Cauliflower	1969	347	386	236	257	1,226
	1970	453	365	258	296	1,372
Celery	1969	1,792	1,960	1,675	1,715	7,142
	1970	2,134	1,768	1,529	2,075	7,506
Sweet Corn	1969	600	1,742	2,604	3,226	8,172
	1970	223	791	2,775	3,705	7,494
Cucumbers	1969	778	1,106	1,404	1,913	5,201
	1970	725	897	1,615	2,015	5,252
Lettuce	1969	4,903	6,652	6,192	6,107	23,854
	1970	5,941	6,115	5,778	6,612	24,446
Onions	1969	2,232	2,722	2,890	2,817	10,661
	1970	2,711	2,741	2,810	2,945	11,207
Green Peppers	1969	1,033	1,211	1,200	1,330	4,774
	1970	787	601	742	1,532	3,662
Spinach	1969	337	287	263	192	1,079
	1970	341	265	232	204	1,042
Tomatoes	1969	2,905	3,222	3,443	4,589	14,159
	1970	2,695	3,506	3,740	4,752	14,693
Cantaloups	1969	311	1,045	1,203	5,415	7,974
	1970	343	1,068	1,652	4,144	7,207
Watermelons	1969	245	388	2,803	8,734	12,170
	1970	212	500	2,118	9,723	12,553

* Preliminary.

Note: Data include rail, truck, and boat unloads all sources, including imports.

Table 5.--Selected Fresh Vegetables and Melons: United States
monthly average f.o.b. prices, March-June, 1969 and 1970*

Commodity	Year	March	April	May	June
\$ per hundredweight					
Snap Beans	1969	14.00	9.46	13.60	12.00
	1970	16.10	12.00	17.20	12.90
Broccoli	1969	12.20	12.20	14.10	13.20
	1970	11.80	12.80	13.10	11.70
Cabbage	1969	2.70	2.66	3.18	2.71
	1970	5.08	4.85	5.64	5.15
Carrots	1969	4.82	4.35	5.36	6.24
	1970	4.71	4.77	4.77	4.58
Cauliflower	1969	13.40	11.90	15.10	10.20
	1970	13.10	13.20	13.50	9.87
Celery	1969	5.04	5.26	7.70	7.61
	1970	4.94	6.33	10.20	5.11
Sweet Corn	1969	8.00	5.42	5.78	5.51
	1970	10.20	7.42	6.72	6.45
Cucumbers	1969	10.00	8.43	6.65	6.17
	1970	-----	8.13	6.90	7.11
Lettuce	1969	8.65	6.63	4.60	3.27
	1970	4.29	3.38	4.13	3.74
Onions	1969	2.51	2.92	3.52	3.68
	1970	6.92	6.41	4.69	5.23
Green Peppers	1969	11.10	12.20	15.30	12.00
	1970	25.90	36.90	32.10	15.00
Spinach	1969	10.80	9.78	7.85	9.40
	1970	10.40	11.00	9.79	8.39
Tomatoes	1969	9.00	15.00	15.40	11.00
	1970	16.90	11.80	14.10	13.30
Cantaloups	1969	-----	-----	3.23	2.15
	1970	-----	-----	9.23	8.50
Watermelons	1969	-----	-----	9.12	6.20
	1970	-----	-----	3.51	2.52

* Preliminary.

Source: "Agricultural Prices" issued by the Statistical Reporting Service, USDA.

II. PROCESSED VEGETABLES

The total production of commercial vegetables for processing, which attained a record level in 1968, and was reduced sharply in 1969, is expected to show an additional reduction in 1970. The 1970 production of green lima beans, snap beans, beets, cabbage contracted for sauerkraut, sweet corn, green peas, early spinach and tomatoes for processing is forecast at 8.4 million tons, according to the October report of the Crop Reporting Board. The 1970 aggregate tonnage of these principal crops is 4 percent less than in 1969, and 26 percent less than in 1968. Smaller 1970 packs are anticipated for most principal canned and frozen vegetables. These smaller packs combined with reduced carryover supplies will result in a 1970/71 aggregate supply of processed vegetables moderately less than in 1969/70.

The 1970 total carryover of principal canned vegetables was about a fifth less than the 1969 record. In particular, sharp reductions in carryover were reported for snap beans, green peas, spinach and canned tomatoes and tomato products. The 1970 canned green pea pack was 11 percent smaller than in 1969. Also, smaller packs are forecast for 1970 canned lima beans, snap beans, beets and sweet corn. However, following a small carryover, the 1970 early season pack of spinach was increased sharply, and this season's pack of sauerkraut is expected to exceed 1969's relatively small pack by a wide margin. The 1970 packs of canned tomatoes and tomato juice likely will be about as large as in 1969, but due to smaller carryovers, total supplies of these two items will be well below those in 1969/70. The 1970 pack of tomato products, excluding tomato juice, is expected to be substantially less than last season, as will the 1970/71 aggregate supply. April 1 holdings of canned and frozen vegetables are shown in Figures 3 and 4, and Table 6.

The 1970 aggregate carryover of principal frozen vegetables was estimated at 13 percent less than the large total a year earlier. The reduction was concentrated in spinach, down 51 percent, and snap beans, down almost a third. The 1970 carryover of sweet corn was up 2 percent. In addition, holdings of lima beans, green peas, as well as sweet corn, were large relative to inventory requirements.

The smaller prospective total production of 1970 vegetables for processing is reflected in the 1970 frozen green pea pack which was 9 percent less than in 1969, and 22 percent smaller than in 1968. The 1970/71 total supply of frozen green peas is almost a tenth less than in 1969/70. The prospective frozen supplies of snap beans and sweet corn are estimated at 5 percent to 10 percent less than in 1969/70. And frozen lima bean supply may be down as much as 15 percent. Total frozen spinach supply is moderately larger than the short supply in 1969/70.

Table 6.--Vegetables, Canned and Frozen: Total supplies
and April 1 stocks, 1968/69 and 1969/70

Commodity	April 1 stocks		Total supplies	
	1970	1969	1969/70	1968/69
<u>Million cases, 24/303's</u>				
<u>Canned Vegetables</u> ^{1/}				
Lima Beans	2.8	2.8	5.4	5.3
Snap Beans	23.8	27.3	64.6	66.9
Beets	7.6	8.5	17.3	18.2
Carrots	3.5	3.4	8.6	8.2
Sweet Corn	27.3	29.1	63.9	67.2
Green Peas	14.5	16.6	43.5	46.1
Spinach	^{2/} 2.7	^{2/} 3.7	10.9	11.1
Tomatoes	18.1	22.8	49.8	60.1
<u>Frozen Vegetables</u> ^{1/}				
	<u>Million pounds</u>			
Lima Beans	108.6	103.3	208.8	216.3
Snap Beans	99.0	120.1	287.9	300.2
Broccoli	47.4	59.4	189.6	242.9
Carrots	68.3	68.6	198.6	196.2
Cauliflower	28.6	25.8	95.2	83.2
Sweet Corn	211.5	203.8	473.8	478.6
Green Peas	172.1	178.7	514.3	553.7
Spinach	51.9	38.3	148.9	196.7

^{1/} Includes canners' and distributors' stocks.

^{2/} March 1 stocks.

Source: National Canners Association; American Frozen Food Institute;
Bureau of the Census, U. S. Department of Commerce, and Statistical
Reporting Service, USDA.

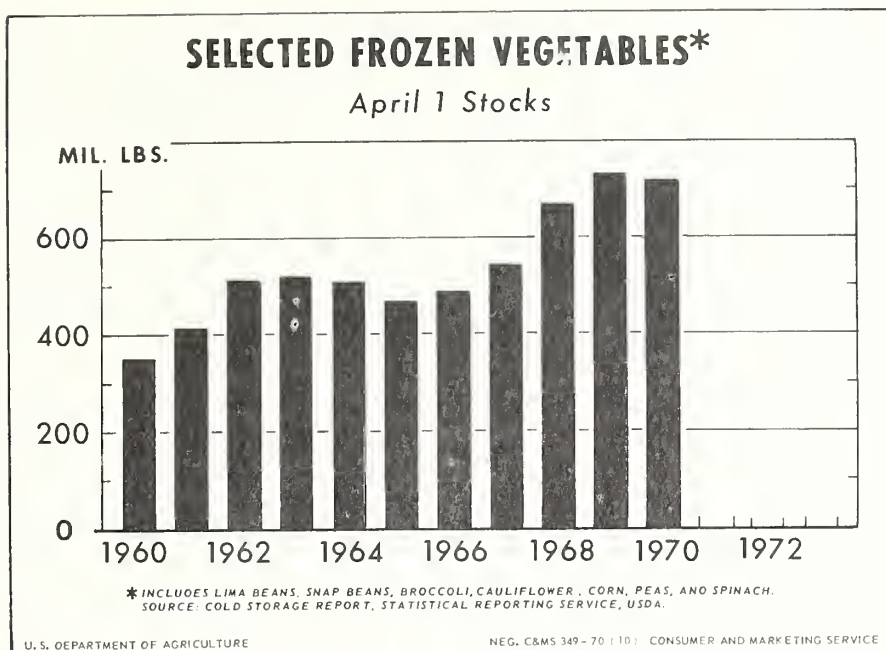


Figure 3

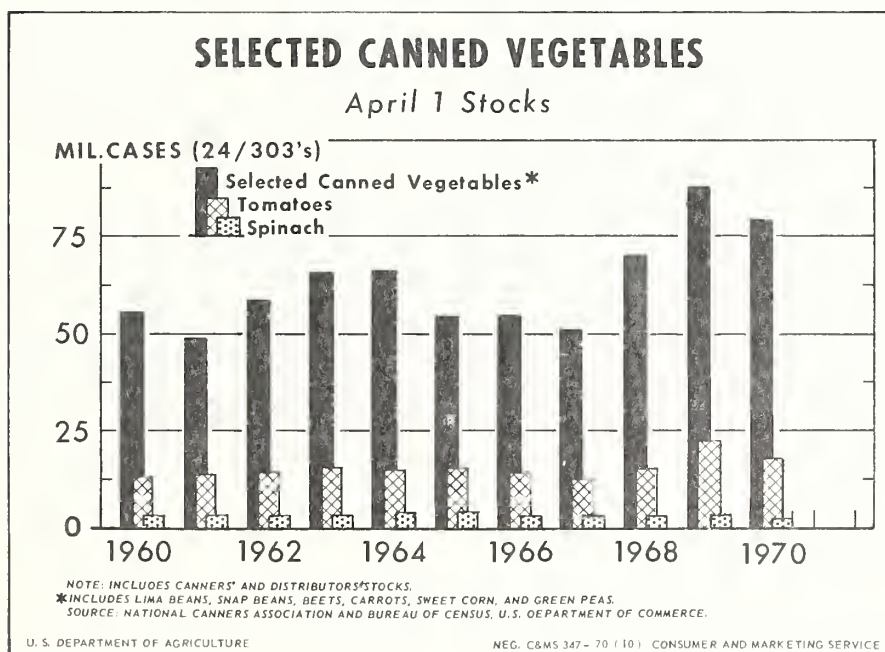


Figure 4

III. FOREIGN TRADE IN SPRING VEGETABLES AND MELONS

In the spring of 1970, the bulk of fresh produce exports, as usual, were absorbed in Canadian markets (Table 7). At the same time, Mexico was the principal source of fresh imports (Table 8).

Exports of fresh vegetables and melons to Canada in the spring of 1970 amounted to 3.6 million hundredweight, down moderately from 1969's 3.8 million. However, shipments of potatoes to Canada exceeded those in the spring of 1969. Volume of fresh produce exported to "other countries" also declined slightly in 1970, although potato exports were higher.

Substantial gains in tonnages were recorded last spring in major fresh vegetables imported from Mexico. The largest increase was in the volume of fresh tomatoes shipped to U. S. markets. Imports of fresh Mexican tomatoes, which accounted for over half the total fresh imports during the 1970 spring, were up 56 percent from a year earlier. Also, relatively moderate domestic supplies resulted in gains in imports from Mexico of cantaloups, watermelons, cucumbers, onions and green peppers (Figure 5).

There is a potential for expansion in exports of fresh vegetables to Western Europe. From time to time, many countries in that area do not have sufficient amounts of fresh produce to satisfy growing consumer demand. Also, prospects appear favorable for increasing the total volume of fresh produce shipped to Canada. As in the past, though, exports of fresh vegetables during the 1971 spring will be highly dependent on output and prices in this country as well as on price levels in foreign countries. Also, exports of vegetables may be restricted by competitive supplies available in other producing countries who incur lower transportation costs. Moreover, the lengthy transit time from U. S. ports to United Kingdom and Western European markets will continue to limit export opportunities.

In the spring of 1971, domestic growers likely will encounter significant competition from imported fresh vegetables and melons. Potential supplies especially in Mexico may equal or exceed those quantities imported last season. In contrast with 1970, however, more timely spring harvest schedules in this country may result in a reduced spring demand compared with last season for imported supplies, particularly cucumber, green peppers, melons, and tomatoes. Also, 1971 spring storage holdings of dry onions are expected to exceed those in 1970.

Table 7.--Fresh Vegetables and Melons: Total exports from the United States, March-June inclusive, 1969 and 1970

Commodity	Canada		Other countries		Total, all countries	
	1970	1969	1970	1969	1970	1969
1,000 hundredweight						
Beans, Green	36	44	6	2	42	46
Cabbage	415	362	6	10	421	372
Carrots	342	399	41	77	383	477
Celery	473	472	9	45	482	517
Lettuce	1,093	1,153	26	36	1,119	1,189
Onions	455	535	233	142	688	676
Peppers, Green	48	58	2	3	50	61
Tomatoes	225	245	---	6	225	251
Watermelons	385	404	1	10	386	414
Other melons	81	146	3	6	84	152
Total, 10 items	3,553	3,818	327	337	3,880	4,155
Potatoes	1,539	1,350	160	34	1,699	1,384

Source: Bureau of the Census, U. S. Department of Commerce.

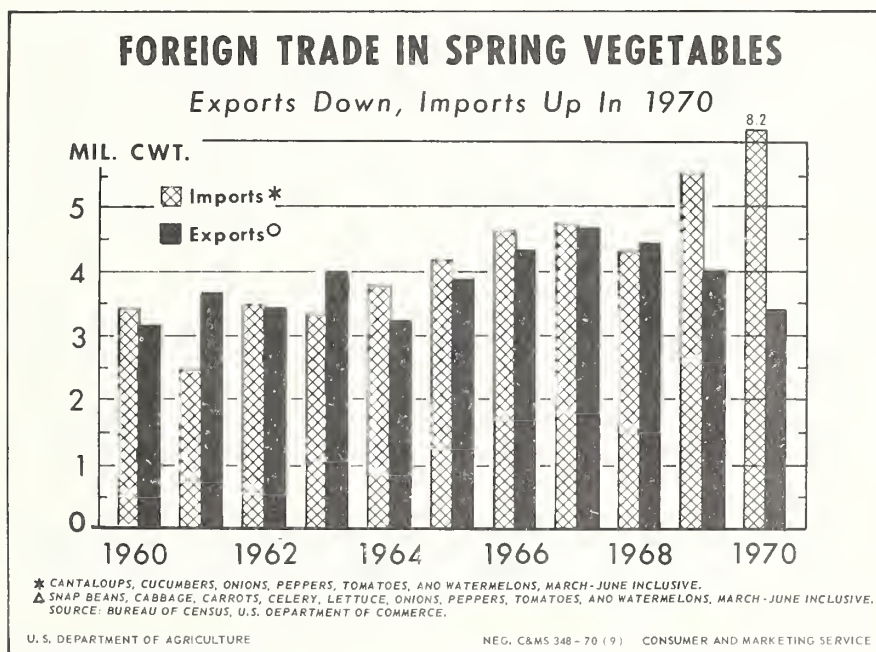


Figure 5

Table 8.--Fresh Vegetables and Melons: Imports into the United States, selected months, 1970 and selected totals

Commodity and	1970				: Total, March-June	
country of origin :	March	April	May	June	1970	1969
<u>1,000 hundredweight</u>						
<u>Cantaloups</u>						
Mexico	121	491	730	131	1,473	1,174
El Salvador	2	1	*	---	3	1
Dom. Rep.	*	*	---	*	*	2
Other	<u>1</u>	<u>3</u>	<u>1</u>	<u>---</u>	<u>5</u>	<u>*</u>
Total	124	495	731	131	1,481	1,177
<u>Cucumbers</u>						
Mexico	279	201	26	1	507	350
Bahamas	4	1	---	---	5	42
Canada	*	6	*	*	6	10
Other	<u>49</u>	<u>14</u>	<u>4</u>	<u>11</u>	<u>78</u>	<u>17</u>
Total	332	222	30	12	596	418
<u>Onions</u>						
Mexico	202	138	21	12	373	173
Chile	26	41	1	---	68	3
Italy	*	---	---	16	16	13
Other	<u>2</u>	<u>2</u>	<u>2</u>	<u>---</u>	<u>6</u>	<u>5</u>
Total	230	181	24	28	463	196
<u>Green Peppers</u>						
Mexico	172	110	54	14	350	181
Dom. Rep.	7	9	6	4	26	21
Other	<u>1</u>	<u>---</u>	<u>---</u>	<u>---</u>	<u>1</u>	<u>1</u>
Total	180	119	60	18	377	203
<u>Tomatoes</u>						
Mexico	1,223	1,517	985	382	4,107	2,640
Bahamas	---	---	---	---	---	1
Canada	---	---	6	9	15	4
Other	<u>9</u>	<u>11</u>	<u>1</u>	<u>---</u>	<u>21</u>	<u>9</u>
Total	1,232	1,528	992	391	4,143	2,653
<u>Watermelons</u>						
Mexico	117	231	396	365	1,109	890
Other	<u>5</u>	<u>7</u>	<u>---</u>	<u>1</u>	<u>13</u>	<u>17</u>
Total	122	238	396	366	1,122	907

Note: Data may not add to totals due to rounding. *Less than 1,000 cwt.

Source: Bureau of the Census, U. S. Department of Commerce.

IV. THE NATION'S ECONOMY

The economy remains sluggish as the fall months begin. Output, hurt by reduced defense expenditures, declining investment, and a slowly growing volume of consumer spending has failed to turn upward. Accordingly, unemployment has risen and personal income gains have moderated. However, there are signs of improving business activity as sales of some durable goods improve, price increases ease, and prime interest rates decline.

Consumer outlays in the first half of 1971 are expected to improve as the economy picks up. Expanding employment, higher wage rates, and larger personal income tax exemptions will bolster gains in after-tax incomes and contribute to further increases in spending for food and other consumer goods.

V. DEMAND FOR VEGETABLES

The 1971 guide recommendations reflect the assumption that per capita use of principal fresh vegetables will show little change. Nevertheless, with the national interest becoming increasingly focused on alleged nutritional deficiencies in the American diet, a wider use of fresh vegetables would be beneficial.

The domestic production potential for fresh vegetables is much greater than market requirements. Domestic production can easily keep pace with rising demand from the slightly more than one percent annual growth in total population. Possible checks on production potential, however, are adverse weather such as that in the winter of 1970 resulting in crop losses, and the "cost-profit squeeze" that has been discouraging to growers. For example, the index of prices paid by all farmers for items used for production, interest, taxes and wage rates increased from 307 in 1960 to 390 in 1969.

In addition, the national market for fresh vegetables is attracting increasing amounts of foreign produce. In certain aspects of production, particularly wage rates, foreign vegetable growers have a significant competitive advantage. Thus, in the 1970's, domestic vegetable growers likely will be subjected to increasing competitive pressures. Also, growers are faced with possible intensification of field labor picketing as well as boycotts.

As usual, prices for individual fresh vegetables will depend on supply patterns in competitive areas as well as supplies of close substitutes. Timeliness of harvest also will importantly affect prices.

VI. 1971 GUIDE RECOMMENDATIONS

A summary of 1971 acreage-marketing guide recommendations is shown on Table 9, page 18. The 1971 total acreage guide for 13 fresh spring vegetables is 298,750 acres, 3 percent less than that in 1970. Such an acreage, with normal abandonment and average yields, will result in a production of 36.1 million hundredweight, 2 percent more than that in 1970. In 1971, an increase of 7 percent is recommended for total cantaloup plantings, and a 10-percent increase is suggested for total watermelon plantings. Recommendations for individual commodities begin on page 19.

Table 9.--Fresh Spring Vegetables and Melons: Recommended 1971
acreage-marketing guides and percentage changes from 1970

Commodity, season	Planted acreage		Production	
	Guide	Percentage	Guide	Percentage
	1971	change	1971	change
	1971	1971	1971	1971
	Acres	Percent	1,000 cwt.	Percent
<u>Snap Beans</u>				
Early	13,500	No change	431	+ 9
Mid	9,100	No change	245	+ 2
Late	<u>12,200</u>	<u>No change</u>	<u>475</u>	<u>+ 1</u>
Total	34,800	No change	1,151	+ 4
<u>Broccoli</u>				
Early	16,300	No change	1,386	- 6
<u>Cabbage</u>				
Early	9,700	+ 5	1,434	- 5
Late	<u>5,900</u>	<u>+ 5</u>	<u>759</u>	<u>No change</u>
Total	15,600	+ 5	2,193	- 3
<u>Carrots</u>	2,700	No change	486	No change
<u>Cauliflower</u>	7,500	No change	675	No change
<u>Celery</u>	9,300	- 5	3,540	+ 5
<u>Sweet Corn</u>				
Early	43,400	No change	3,234	+ 1
Late	<u>8,200</u>	<u>+ 5</u>	<u>556</u>	<u>-14</u>
Total	51,600	+ 1	3,790	- 2
<u>Cucumbers</u>				
Early	12,300	No change	1,098	+ 4
Late	<u>12,850</u>	<u>+ 4</u>	<u>990</u>	<u>+ 2</u>
Total	25,150	+ 2	2,088	+ 3
<u>Lettuce</u>				
Early	45,050	- 6	8,653	- 4
Late	<u>3,650</u>	<u>No change</u>	<u>516</u>	<u>+ 6</u>
Total	48,700	- 6	9,169	- 3
<u>Onions</u>				
Early	21,500	No change	3,099	- 6
Late	<u>8,800</u>	<u>No change</u>	<u>2,710</u>	<u>- 4</u>
Total	30,300	No change	5,809	- 5
<u>Green Peppers</u>	9,800	No change	903	+68
<u>Spinach</u>	2,400	No change	129	+ 2
<u>Tomatoes</u>				
Early	25,000	-24	3,529	+24
Late	<u>19,600</u>	<u>No change</u>	<u>1,271</u>	<u>+ 6</u>
Total	44,600	-15	4,800	+19
13 Vegetables	298,750	- 3	36,119	+ 2
<u>Melons</u>				
Cantaloups	43,900	+ 7	4,182	+13
Watermelons	<u>59,500</u>	<u>+10</u>	<u>7,942</u>	<u>+ 4</u>
Total	103,400	+ 9	12,124	+ 7
Grand Total	402,150	- 0.3	48,243	+ 2.8

1971 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Snap Beans-Early Spring

(Florida)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
<u>1971 Acreage Guide and probable production</u>						
(planted acreage equal to 1970)	13,500	<u>1</u> / 34	431			
<u>Background statistics</u>						
1970	13,500	12,700	31	394	13.60	5,358
1969	13,400	12,700	33	419	10.00	4,190
1968	13,800	12,900	34	438	11.30	4,949
1967	11,500	11,000	39	429	11.70	5,019

1/ 1967-70 average yield.

Comments

The 1970 early spring snap bean production in Florida was moderately less than in 1969. Low temperatures during January and February and heavy rains in March restricted yields in principal south Florida areas.

Replantings following the January freeze provided volume supplies in early April (Figure 6). However, Florida shipments were comparatively light from late April through May. Also, April import volume from Mexico was less than a year earlier.

Because of the reduced volume, prices strengthened sharply to record-high levels in early May. The season average price was high, and total crop value was well above a year earlier.

Abundant supplies of canned and frozen snap beans will limit market potential for fresh market production during the 1971 spring (Figure 7). With average yields, plantings equal to 1970 should provide adequate fresh market supplies.

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1967-70 average yield, will result in a production 9 percent more than in 1970.

1971 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Snap Beans - Mid-Spring

(South Carolina, Georgia, Alabama, Louisiana)

Year	: Acreage :	Yield :	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price :	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and
probable production

(planted acreage equal to 1970)	9,100	<u>1</u> / 29	245		
------------------------------------	-------	---------------	-----	--	--

Background statistics

1970	9,100	8,300	29	241	13.50	3,265
1969	9,250	8,550	26	225	12.80	2,875
1968	10,400	9,700	29	279	9.52	2,656
1967	10,100	9,600	31	296	10.70	3,173

1/ 1967-70 average yield.

Comments

Total mid-spring snap bean plantings in 1970 were slightly less than in 1969, and the lowest on record. Despite highly variable weather in several areas, average yield was above a year earlier, and total production was moderately more than in 1969.

The harvest schedule in 1970 was particularly favorable for marketing mid-spring production. In early May, when active movement from southern Georgia began, competitive supplies from the Florida early spring crop were light. Although crops were delayed because of cold weather in March, peak supplies from Louisiana and South Carolina in early June moved in competition with a smaller than usual volume from the late spring crop in North Carolina.

The relatively light total supply of fresh market snap beans resulted in a strong market during May and early June of 1970. Throughout May, prices continued record high and, despite a substantial decline, continued strong in early June.

In 1971, spring supplies from competitive producing areas will likely be at least moderately larger than in 1970. Although less than a year earlier, processed snap bean holdings are expected to be ample.

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1967-70 average yield, will result in a production 2 percent more than in 1970.

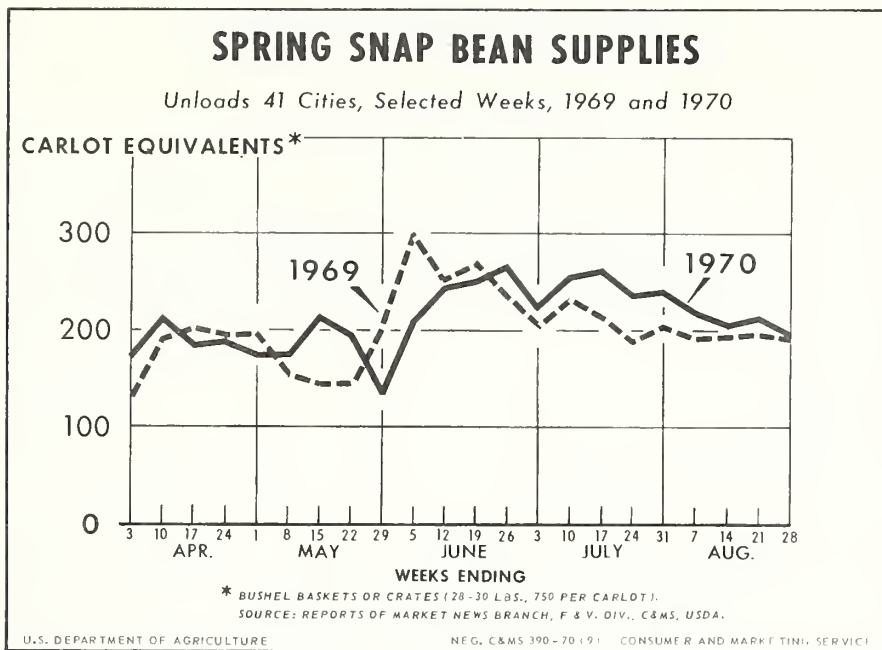


Figure 6

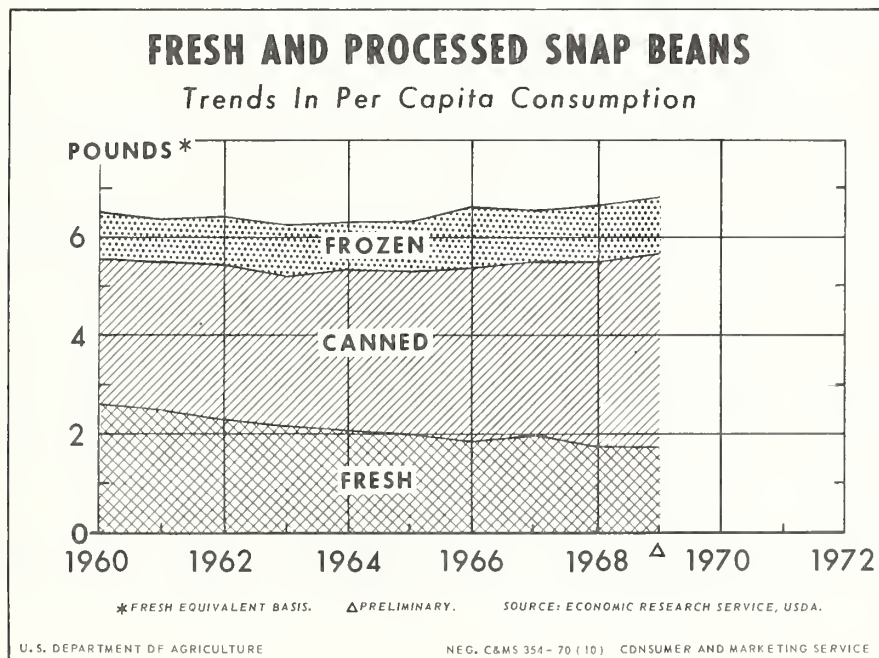


Figure 7

1971 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Snap Beans - Late Spring

(California, Virginia, North Carolina, New Jersey, and Maryland)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1971 Acreage Guide and
probable production
(planted acreage equal
to 1970)

12,200 1/ 41 475

Background statistics

1970	12,200	11,600	40	469	11.50	5,415
1969	11,900	11,200	42	466	11.80	5,519
1968	12,900	12,100	42	509	11.10	5,665
1967	13,100	12,500	38	476	12.60	5,975

1/ 1968-70 average yield.

Comments

Late spring snap bean production in 1970 was about equal to a year earlier. Lower yields than in 1969 in New Jersey and Virginia as well as in California largely offset increased plantings in these States.

Because of cold and excessively wet weather early in the season, eastern crop marketings in 1970 were much later than usual. North Carolina and Virginia shipments continued fairly active in late June when the New Jersey harvest began. Also, the bulk of the New Jersey production was marketed in July in competition with supplies from summer crop States. California marketings from south coastal areas increased seasonally in May, and central producing areas provided volume supplies during June and July.

Snap bean prices continued high during June but trended lower in July. As a result, 1970 season average prices in North Carolina and Virginia compared favorably with the high levels in 1969. Also, the season average price in California was much higher than in 1969. In New Jersey and Maryland, however, prices averaged below a year earlier.

Harvest timing in 1971 may be more favorable than it was in the 1970 spring. If so, markets should absorb the production from an equal acreage.

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1968-70 average yield, will result in a production about equal to 1970.

1971 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Broccoli-Early Spring

(California)

Year	: <u>Acreage</u> :	Yield	:	:	:	:
	: <u>Planted:</u>	<u>For harvest:</u>	<u>per acre</u>	<u>:Production:</u>	<u>Price</u>	<u>: Value</u>
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1971 Acreage Guide and probable production</u>						
(planted acreage equal to 1970)	16,300		<u>1/</u> 85	1,386		
<u>Background statistics</u>						
1970	16,300	16,300	90	1,467	9.25	13,576
1969	12,500	11,800	75	885	10.40	9,200
1968	17,300	17,300	90	1,557	8.38	13,043
1967	15,600	15,600	85	1,326	8.25	10,934

1/ 1967-70 average yield.

Comments

Although less than in 1968, California early spring broccoli plantings in 1970 were about a third larger than in 1969.

In contrast with a year earlier, weather during the 1970 season was generally favorable for broccoli growth in central and southern California areas. Yields were high, and total production was two-thirds larger than the small 1969 crop.

Marketings increased seasonally in March, reaching a peak late in the month, and volume continued heavy through April and May. Shipments to fresh market outlets were about a fourth larger than a year earlier. With inventories low, freezer demand was strong. The 1970 spring broccoli pack in California was 86.6 million pounds compared with 60.3 million in 1969.

The large volume of broccoli marketed during the 1970 spring returned a moderate price. However, due to the larger volume sold, total crop value in 1970 was up sharply from 1969 (Figure 12).

Current stocks of frozen broccoli are in good balance with market requirements. In the 1971 season, an acreage equal to 1970 can be expected to furnish adequate supplies for both freezing and fresh market outlets.

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with no abandonment and a 1967-70 average yield, will result in a production 6 percent less than in 1970.

1971 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Cabbage-Early Spring

(California, Georgia, Louisiana, Mississippi, and South Carolina)

Year	: <u>Acreage</u> :	Yield	:	:	:
	: <u>Planted: For harvest:</u>	<u>per acre</u>	: <u>Production:</u>	<u>Price</u>	<u>Value</u>
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and probable production

(planted acreage 5 percent more than in 1970)

9,700 1/ 150 1,434

Background statistics

1970	9,200	8,900	169	1,508	4.77	7,194
1969	10,500	10,000	139	1,390	2.97	4,123
1968	10,800	9,900	136	1,350	2.82	3,812
1967	11,500	11,200	155	1,734	2.87	4,971

1/ 1967-70 average yield.

Comments

Total 1970 early spring cabbage plantings were substantially less than in 1969. Acreage reductions in southern producing States more than offset an increase in California.

In South Carolina and Mississippi as well as in California, the leading State in production, 1970 yields averaged quite high. As a result, total 1970 early spring production was 8 percent larger than the moderate 1969 crop.

The increased output in 1970 was marketed under extremely favorable circumstances. Production problems in principal winter crop areas of Florida limited the volume of competitive shipments. Also, cold weather delayed cabbage movement from late spring producing States, particularly Tennessee and North Carolina (Figures 8 and 9).

The 1970 season average price was record high. When early spring shipments began in early April, cabbage prices were especially strong. Moreover, there was a further advance in prices even though volume supplies moved from South Carolina and Georgia. Total crop value in 1970 exceeded that in recent seasons by a wide margin.

Assuming that 1971 winter crops develop normally, the demand for 1971 early spring supplies may not be as strong as in 1970.

1971 Guide

The 1971 guide is a planted acreage 5 percent more than in 1970. Such an acreage, with normal abandonment and a 1967-70 average yield, will result in a production 5 percent less than in 1970.

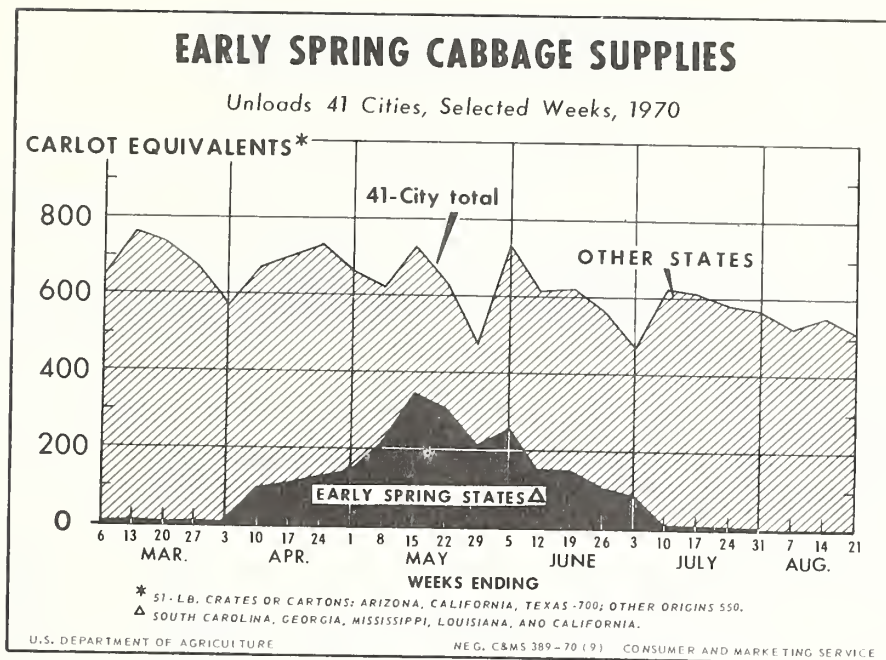


Figure 8

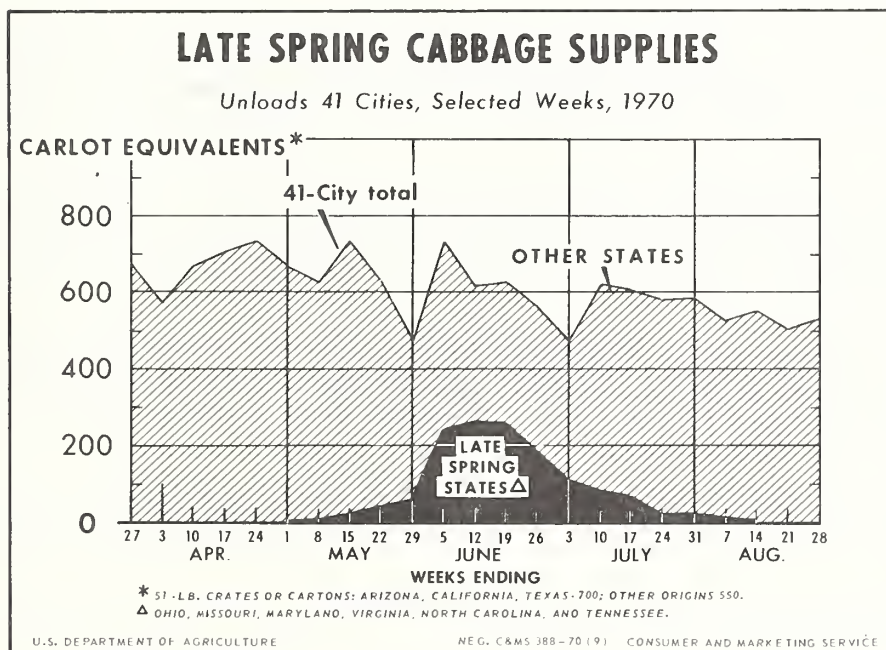


Figure 9

1971 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Cabbage - Late Spring

(Ohio, Missouri, Maryland, Virginia, North Carolina, and Tennessee)

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1971 Acreage Guide and
probable production

(planted acreage 5 per-
cent more than in 1970) 5,900 1/ 140 759

Background statistics

1970	5,610	5,510	138	759	3.89	2,954
1969	7,030	5,930	136	805	2.29	1,842
1968	7,450	6,350	134	850	2.21	1,880
1967	7,650	7,250	150	1,090	2.41	2,632

1/ 1967-70 average yield.

Comments

The reduction in 1970 total acreage was concentrated in Virginia and North Carolina where prices averaged low in both 1968 and 1969. Total production, however, was only moderately less than a year earlier.

The 1970 late spring cabbage marketings were light. This was due to a much smaller overlap from the Florida winter crop. Also, a delay in movement of early summer supplies from New Jersey heightened trade interest in late spring production.

The North Carolina late spring harvest started later than usual. Few supplies developed prior to mid-May, and in the Elizabeth City area, most of the crop was marketed during June. Movement from other late spring producing areas was active during June.

Despite the bunching in harvests, the late spring season average price was the highest ever, as was total crop value.

In 1971, markets should absorb the production from a moderately larger late spring acreage.

1971 Guide

The 1971 guide is a planted acreage 5 percent more than in 1970. Such an acreage, with normal abandonment and a 1967-70 average yield, will result in a production equal to 1970.

1971 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Carrots - Spring

(Arizona)

Year	: Acreage :	Yield :	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	
<u>1971 Acreage Guide and probable production</u>						
(planted acreage equal to 1970)	2,700	1/180	486			
<u>Background statistics</u>						
1970	2,700	2,700	180	486	3.92	1,905
1969	3,000	2,800	180	504	4.70	2,369
1968	3,700	3,700	165	610	6.50	3,965
1967	3,800	3,800	180	684	3.75	2,565

1/ 1969-70 average yield.

Comments

Spring carrot production in Arizona has trended downward since 1967, and the 1970 production was small. Harvest of late plantings started in early April and marketings continued into July. Movement from the Yuma area was completed by early June. Most of the central Arizona volume was marketed in June. Arizona shipping point prices during June held about steady, mostly at \$2.60 - \$2.85 for 48 - 1 pound film bags.

As usual, substantial competing supplies were available in California. Shipments from the Imperial Valley of California carried into early June. At that time, supplies were increasing in the Salinas-King City areas of California.

In 1971, an equal acreage of carrots in Arizona should provide adequate supplies.

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with no abandonment and a 1969-70 average yield, will result in a production equal to 1970.

1971 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Cauliflower-Early Spring

(California)

Year	: Acreage	: Yield	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price : Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1971 Acreage Guide and
probable production

(planted acreage equal to 1970)	7,500		<u>1</u> / 90	675	
------------------------------------	-------	--	---------------	-----	--

Background statistics

1970	7,500	7,500	90	675	10.20	6,860
1969	7,000	6,600	90	594	11.20	6,652
1968	8,600	8,600	90	774	9.96	7,711
1967	8,400	8,400	90	756	9.56	7,224

1/ 1967-70 average yield.

Comments

The 1970 production of early spring cauliflower in California was substantially larger than the short 1969 crop.

Cauliflower shipments from central California areas (Figure 10) reached the usual seasonal peak in early March. Although volume declined sharply in late March because of a harvesting gap in the Salinas-Watsonville area, moderate movement continued during April and May.

Compared with a year earlier, a smaller percentage of the 1970 total spring crop was utilized for freezing. Following a heavy 1969 fall pack, the 1970 winter frozen cauliflower stocks exceeded the year-earlier level (Figure 11).

Shipping point prices declined sharply in mid-March when volume increased. For the season, prices averaged below the high level in 1969, but total crop value was slightly higher.

An equal acreage in 1971 should furnish adequate supplies for fresh and processing outlets.

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with no abandonment and a 1967-70 average yield, will result in a production equal to 1970.

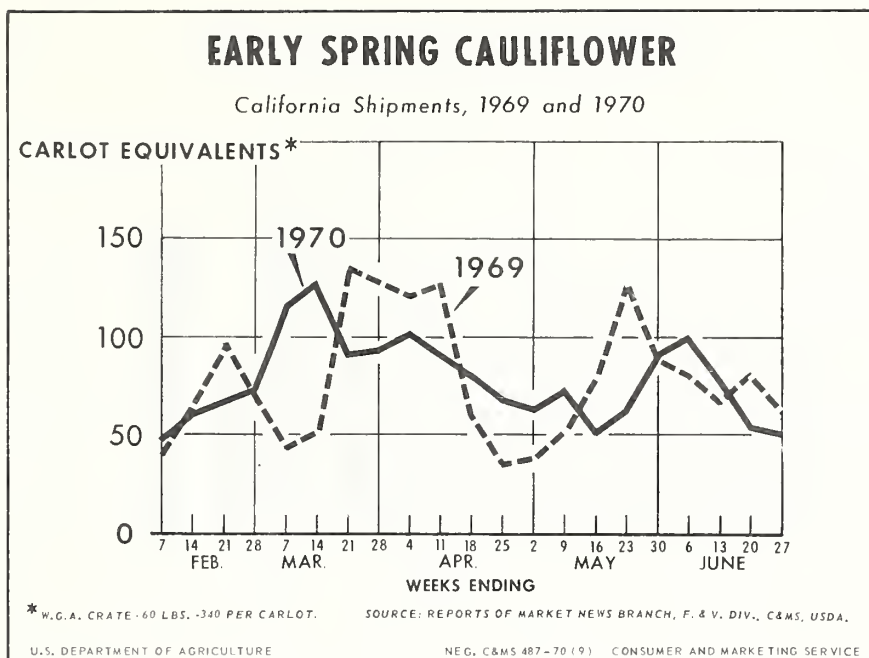


Figure 10

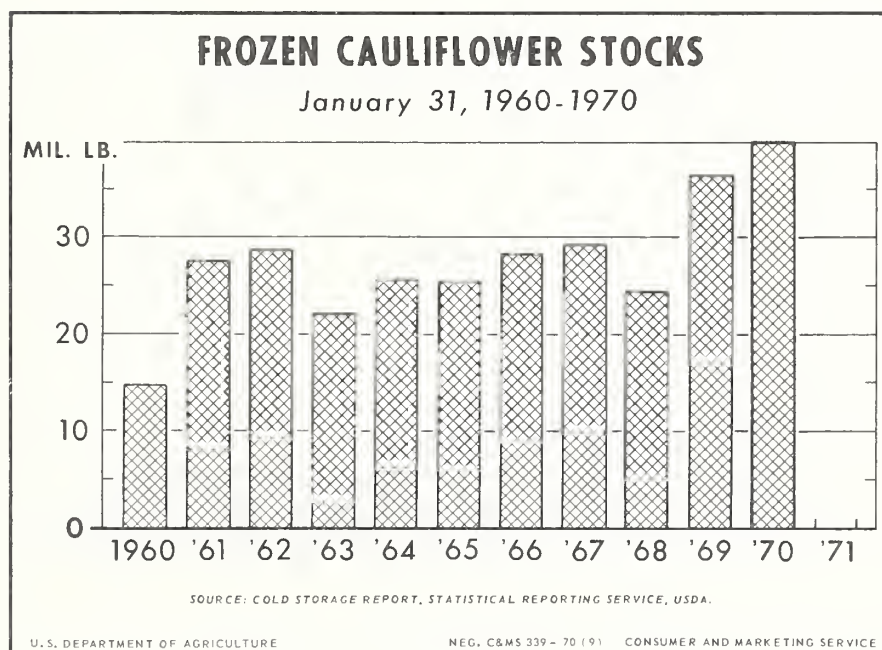


Figure 11

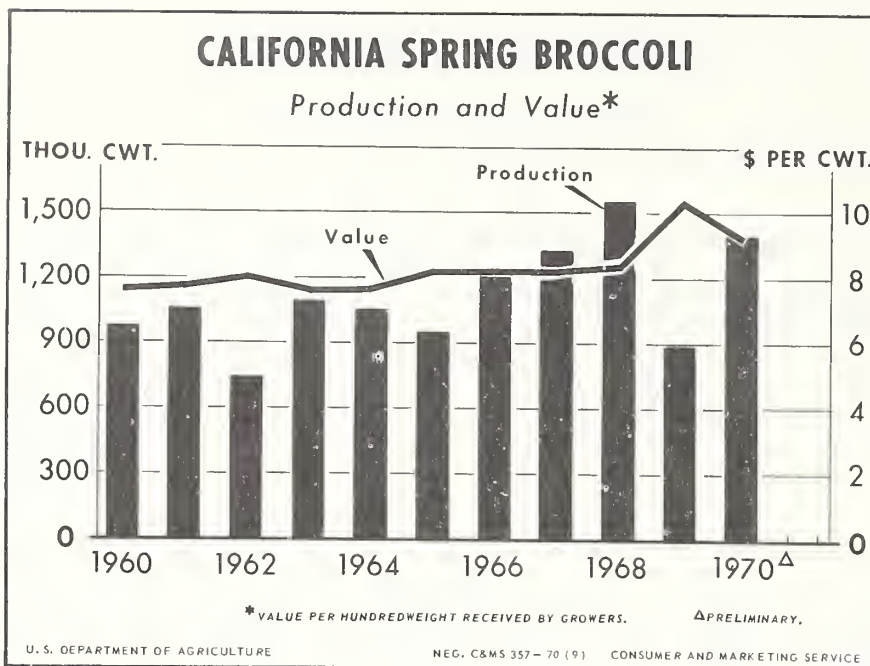


Figure 12

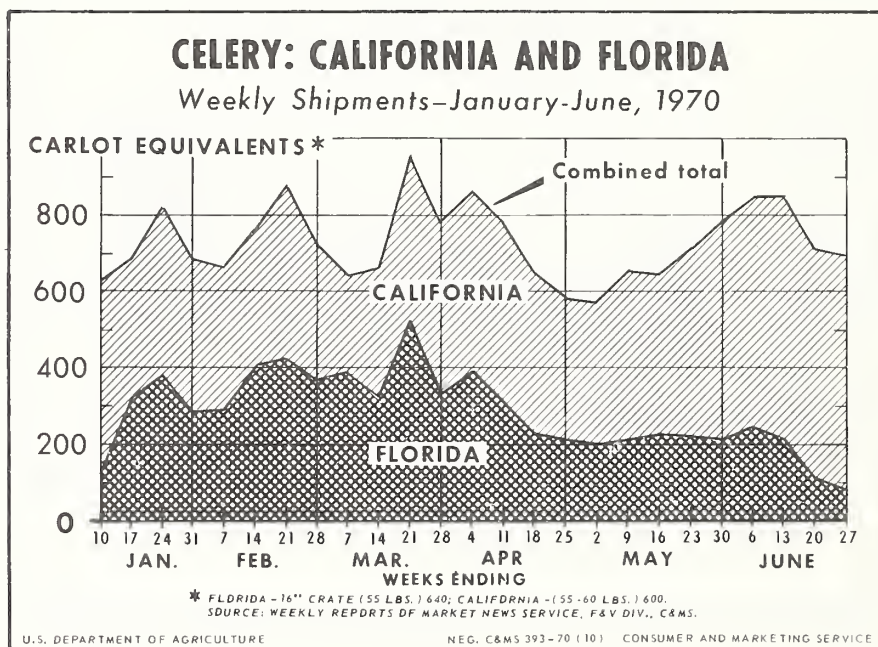


Figure 13

1971 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Celery-Spring

(Florida and California)

Year	: _____ Acreage _____ :	Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	:	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)		(\$1,000)

1971 Acreage Guide and
probable production

(planted acreage 5 per-
cent less than in 1970)

9,300 1/ 423 3,540

Background statistical

1970	9,800	8,200	413	3,384	7.11	24,063
1969	9,300	8,300	424	3,520	6.73	23,697
1968	8,600	7,500	429	3,218	5.39	17,345
1967	8,300	7,700	431	3,321	5.40	17,922

1/ 1967-70 average yield by States.

Comments

Despite an increase in acreage, total 1970 spring celery production was moderately less than the large 1969 crop. In California, the expanded acreage combined with an exceptionally high yield resulted in a 1970 output much larger than in 1969. But the Florida crop sustained heavy losses because of cold weather and rains, and average yield was low. The Florida 1970 production was about a fifth smaller than in 1969.

In contrast with recent spring seasons, California was the dominant spring source for celery, with weekly shipments exceeding those from Florida (Figure 13). During April, weekly celery shipments from Florida declined sharply as the effects of earlier adverse weather limited output.

The short 1970 crop in Florida resulted in high prices in both Florida and California. In California, total value of 1970 sales exceeded 1969's by a wide margin. But Florida's crop value was down as a result of the smaller volume marketed.

Assuming normal yields in 1971, a moderately smaller acreage would provide an adequate production.

1971 Guide

The 1971 guide is a planted acreage 5 percent less than in 1970. Such an acreage, with normal abandonment in Florida and 1967-70 average yields by States, will result in a production 5 percent more than in 1970.

1971 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Sweet Corn - Early Spring

(Florida and Texas)

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1971 Acreage Guide and
probable production

(planted acreage equal to 1970)	43,400	1/ 81	3,234
------------------------------------	--------	-------	-------

Background statistics

1970	43,400	39,800	81	3,211	6.70	21,529
1969	46,600	44,300	77	3,412	5.51	18,809
1968	41,200	35,700	79	2,832	6.09	17,236
1967	41,100	39,100	87	3,414	5.53	18,885

1/ 1967-70 average yield.

Comments

Because of a cutback in Florida, total 1970 early spring sweet corn plantings were substantially less than in 1969. Although yield in Florida averaged above a year earlier, total 1970 production was moderately smaller than the large 1969 crop (Figure 14).

Freezing temperatures early in the season and heavy rains in March delayed the harvest and movement of 1970 early spring supplies from Florida. In early April, light shipments were available from Pompano and Dade County areas. Marketings increased sharply in late April (Figure 15) when harvest in the Everglades area became active.

Florida shipping point prices held at high levels through most of April. However, prices declined sharply for the heavy volume in May and continued at a moderate level the remainder of the season.

Texas production in 1970 was about equal to 1969. Active movement from the Texas Lower Valley was delayed until early May. However, 1970 prices received by Texas growers averaged quite high.

In 1971, early season demand may not be as strong as it was in 1970. With average yields, the tonnage from an acreage equal to 1970 should be adequate for anticipated requirements.

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1967-70 average yield, will result in a production one percent more than in 1970.

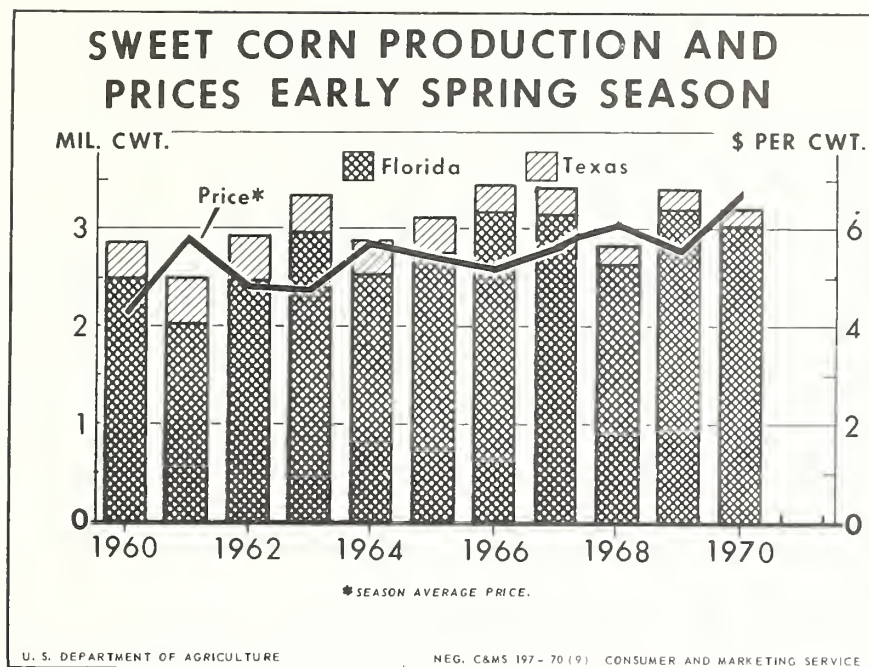


Figure 14

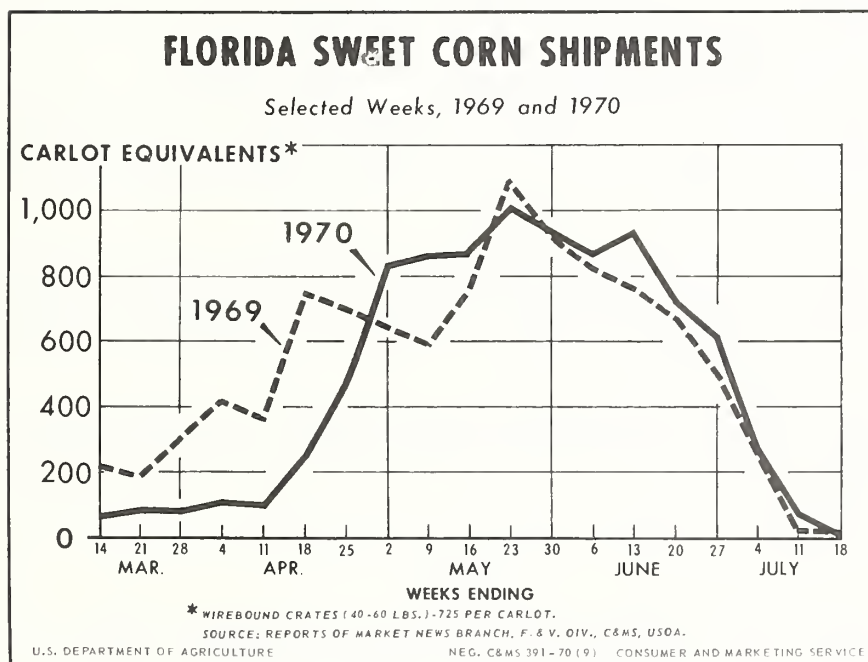


Figure 15

1971 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Sweet Corn - Late Spring

(Alabama and California)

Year	: Acreage :	Yield :	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price :	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and
probable production

(planted acreage 5 percent
more than 1970) 8,200

1/ 69

556

Background statistics

1970	7,800	7,800	83	646	6.53	4,218
1969	6,700	6,600	58	381	6.02	2,293
1968	7,600	7,300	70	513	6.42	3,295
1967	6,500	6,500	59	385	7.27	2,800

1/ 1967-70 average yield by States.

Comments

Most of the increase in 1970 output was in California, where acreage and average yield were sharply higher than a year earlier. A high yield in Alabama more than offset smaller plantings and production was relatively high.

In California harvest in the desert area was active by mid-May, and the Kern district was in volume by mid-June. Although California's total late spring shipments were much higher than a year earlier, grower prices were down only slightly.

Dry May weather slowed crop progress in Alabama. Nevertheless, marketings accelerated about mid-June and supplies continued in volume into late July. Despite heavy competing supplies moving from Florida through late June, grower returns in Alabama were high.

In 1971, competing early spring supplies may be less than in 1970. Consequently, markets should absorb the production from a moderately larger late spring acreage.

1971 Guide

The 1971 guide is a planted acreage 5 percent more than in 1970. Such an acreage, with normal abandonment and 1967-70 average yields by States, will result in a production 14 percent less than in 1970.

1971 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Cucumbers-Early Spring

(Florida and Texas)

Year	: <u>Acreage</u> :		Yield	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1971 Acreage Guide and probable production</u>						
(planted acreage equal to 1970)	12,300		<u>1/</u> 95	1,098		
<u>Background statistics</u>						
1970	12,300	11,300	93	1,055	6.71	7,075
1969	12,400	11,800	101	1,192	7.11	8,474
1968	11,600	11,100	92	1,022	7.82	7,992
1967	11,300	10,700	95	1,016	6.83	6,939

1/ 1967-70 average yield.

Comments

The 1970 early spring cucumber production was 12 percent less than in 1969. Florida plantings were reduced and, due to adverse weather, acreage losses were high. Production in Texas was up sharply from a year earlier.

Volume during April was light. Active shipments from Florida began in May, about a month later than usual. This resulted in bunched marketings in May. Peak movement from the Ft. Myers area coincided with heavy supplies from the Wauchula area. Also, a large Florida volume was shipped in June, and was in competition with active movement from the South Carolina late spring crop (Figure 16).

Cucumber imports were record large during the 1970 spring season (Figure 17). The April import volume from Mexico and other sources was more than double the moderate volume in April 1969. However, imports declined in late April when domestic supplies increased.

Despite the smaller total volume, 1970 shipping point prices in Florida and Texas averaged below year earlier levels. Prices declined sharply in late April and continued below comparable 1969 levels through May.

Although imports during the 1971 spring are expected to be substantial, growers should be able to successfully market the production from an equal acreage.

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1967-70 average yield, will result in a production 4 percent more than in 1970.

1971 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Cucumbers-Late Spring

(North Carolina, South Carolina and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and
probable production
(see 1971 guide
below)

12,850 1/ 78 990

Background statistics

1970	12,300	12,100	80	. 973	6.65	6,475
1969	13,400	12,300	81	995	6.57	6,540
1968	15,100	14,200	72	1,018	5.97	6,075
1967	13,600	13,400	81	1,083	7.08	7,670

1/ 1967-70 average yields by States.

Comments

The smaller total late spring output in 1970 compared with a year earlier was due to less acreage and lower yields in California. Output in the East was substantially larger than in 1969 due to high yields.

The cucumber market in the East continued strong in June and early July 1970. Although Florida early spring crop supplies were fairly heavy in early June, there was less than usual bunching in marketings. Supplies from South Carolina peaked the second week of June, and most of the North Carolina crop was shipped during the last half of June.

The 1970 season average prices in North Carolina and South Carolina were above the moderate levels in 1969. Crop value in these two States was much higher than a year earlier. In California, however, prices averaged much lower, and crop value was down sharply.

Assuming normal harvest timing in 1971, the production from a moderately larger acreage would be adequate for markets.

1971 Guide

The 1971 guide is a planted acreage 5 percent more than in 1970 in South Carolina and North Carolina, and equal to 1970 in California. Such an acreage, with normal abandonment and 1967-70 average yields by States, will result in a production slightly more than in 1970.

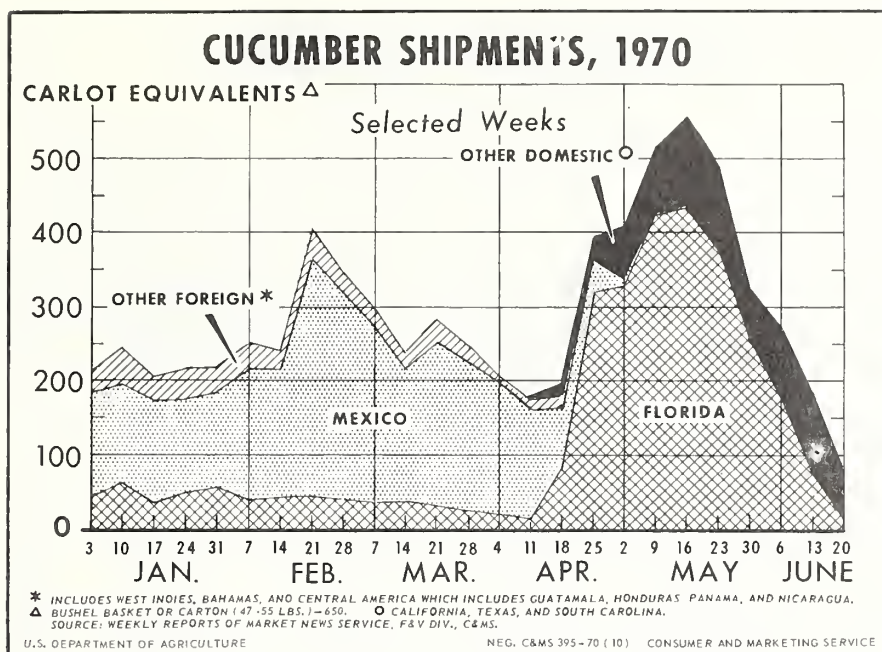


Figure 16

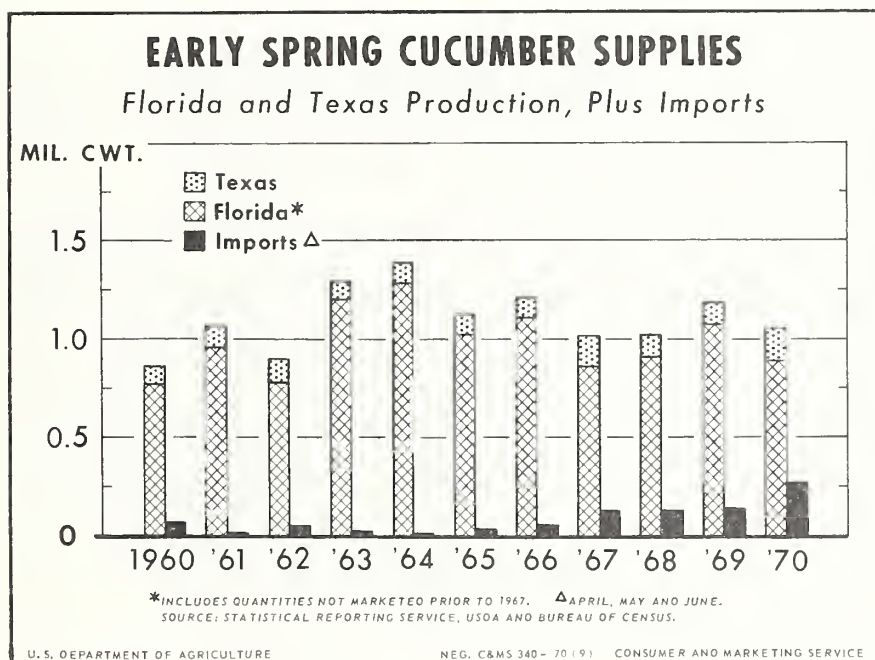


Figure 17

1971 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Lettuce - Early Spring

(North Carolina, New Mexico, Arizona and California)

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price:	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and
probable production

(see guide below) 45,050 1/ 194 8,653

Background statistics

1970	48,150	47,650	188	8,975	3.77	33,851
1969	44,000	42,800	193	8,250	5.54	45,730
1968	46,100	45,350	198	8,999	3.85	34,605
1967	41,600	41,200	189	7,788	6.23	48,553

1/ 1967-70 average yields by States.

Comments

Lettuce supplies were heavy at most times during the winter and spring of 1970. Although growers reduced harvesting activity periodically, prices were depressed (Figure 18) except for a brief period in May. Transportation shortages also posed problems in western producing areas.

The 1970 early spring output in Arizona was reduced moderately but California's production was up a third. And the combined Arizona-California production was 14 percent above 1969. Output in New Mexico was small.

Movement from central Arizona was active from early March to mid-May. Also, shipments from the Yuma district continued in good volume into early April. Shipments from southern areas in California continued well into the spring and overlapped movement from the central districts. Most of the crop in New Mexico was marketed in May. During most of the spring, the U. S. total weekly shipments of lettuce held above the 2,000 carlot level (Figure 19).

In 1971, smaller acreages are recommended in Arizona and California.

1971 Guide

The 1971 guide is a planted acreage 7 percent less than in 1970 in Arizona and California, and equal to 1970 in all other States. Such an acreage, with normal abandonment and 1967-70 average yields by States, will result in a production 4 percent below 1970.

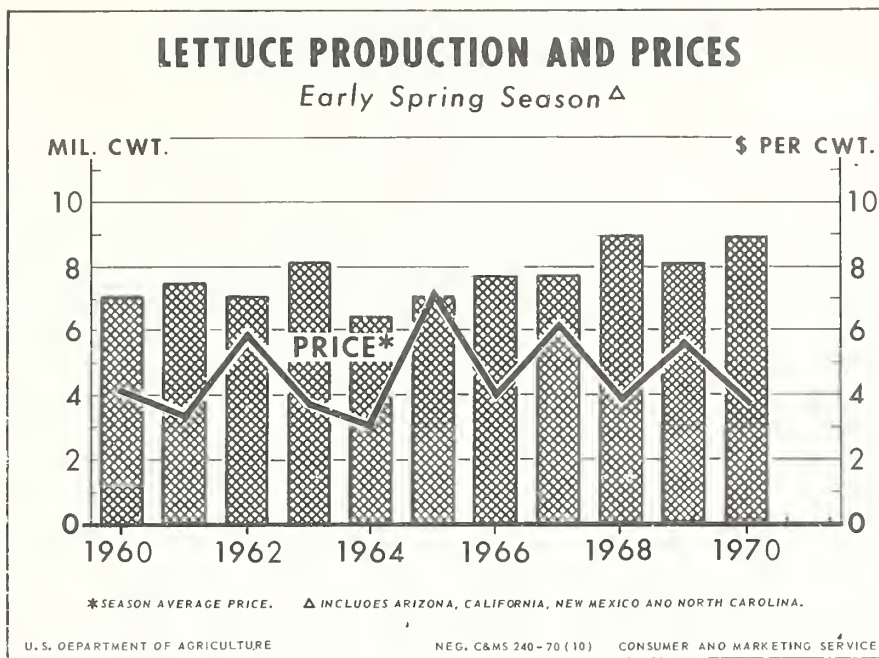


Figure 18

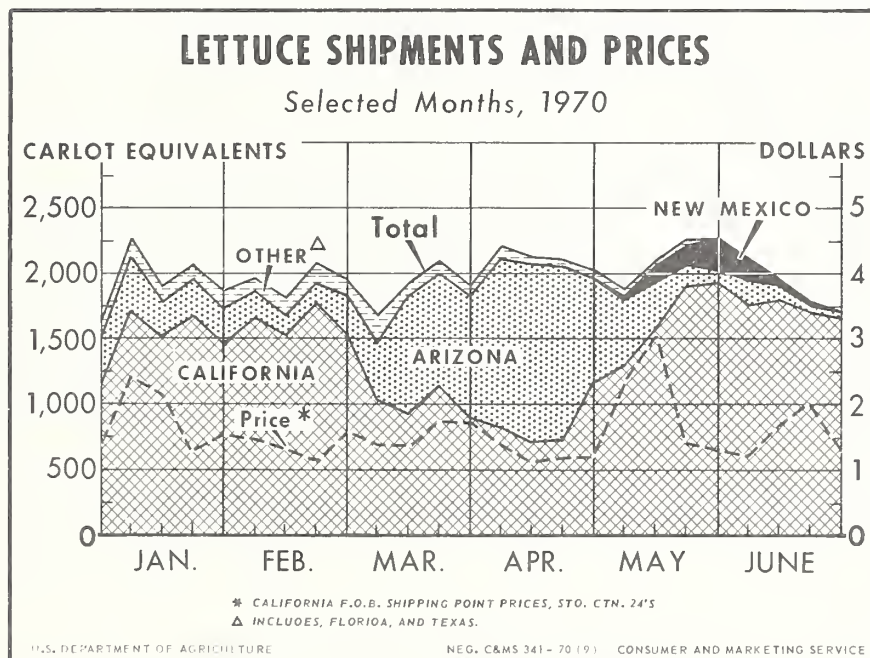


Figure 19

1971 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Lettuce-Late Spring

(Massachusetts, Connecticut, New Jersey)

Year	: <u>Acreage</u> :		Yield	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	: Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1971 Acreage Guide and probable production</u>						
(planted acreage equal to 1970)	3,650		<u>1/</u> 154	516		
<u>Background statistics</u>						
1970	3,650	3,370	144	486	5.32	2,585
1969	4,000	3,420	158	540	5.05	2,726
1968	4,050	3,670	152	559	4.72	2,636
1967	3,800	3,620	161	584	9.55	5,579

1/ 1967-70 average yield.

Comments

Late spring lettuce output in 1970 was a tenth less than the moderate volume in 1969. Reduced plantings and a low average yield in New Jersey accounted for most of the decrease. Although 1970 late spring production was relatively small, spring lettuce prices were kept under pressure because of the substantial overlap of competitive shipments from early spring producing areas.

In the Cedarville-Bridgeton area of southern New Jersey, harvest began in late May. Supplies peaked in mid-June. In the Great Meadows area of northern New Jersey, movement was active from mid-June through late July.

In New England, supplies of Boston-type and Romaine were available by the first of June and continued until fall. Iceberg lettuce was available starting the second week of June. Massachusetts and Connecticut crop values showed only a small change compared with 1969. In New Jersey, crop value was down moderately.

In 1971, the production from an equal acreage should be adequate for market needs.

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1967-70 average yield, will result in a production 6 percent more than in 1970.

1971 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Onions - Early Spring

(Texas)

Year	: <u>Acreage</u> :		Yield	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	: Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1971 Acreage Guide and probable production</u>						
(planted acreage equal to 1970)	21,500		<u>1/</u> 155	3,099		
<u>Background statistics</u>						
1970	21,500	20,000	165	3,300	5.79	19,117
1969	25,000	21,000	145	3,045	3.25	9,891
1968	27,000	21,500	115	2,472	6.85	16,937
1967	24,000	23,000	165	3,795	4.05	15,370

1/ 1969-70 average yield.

Comments

The 1970 plantings of early spring onions in all areas in South Texas were reduced. Adverse weather early in the season was expected to result in low yields. Later on, mild open weather stimulated growth, and total production was relatively high. Details on the Texas crop are shown in Figures 20 and 21.

By late March, harvest was active in the Lower Rio Grande Valley, and volume peaked in late April. Movement from the Laredo and Coastal Bend areas was heaviest in early May, and the Winter Garden area shipped from May into June. Total shipments were 8 percent above 1969. The "Valley" accounted for almost 85 percent of the 1970 total volume compared with 70 percent a year earlier. Marketings in both 1969 and 1970 consisted of approximately 90 percent yellow varieties, and 10 percent white.

The short supplies from Texas early in the spring combined with below average storage holdings in the North and West resulted in a strong onion market through most of April. However, prices declined considerably by early May.

In the early spring of 1971, onion storage holdings likely will exceed the 1970 total. Also, supplies for export will be available in Mexico. Consequently, the 1971 production from an equal acreage in Texas should result in an adequate early spring volume.

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1969-70 average yield, will result in a production 6 percent less than in 1970.

1971 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Onions - Late Spring

(Texas, Arizona and California)

Year	: Acreage :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1971 Acreage Guide and
probable production

(planted acreage equal
to 1970)

8,800 1/ 308 2,710

Background statistics

1970	8,800	8,800	320	2,816	4.28	12,047
1969	8,700	7,900	304	2,402	3.77	9,050
1968	9,300	9,300	295	2,742	4.15	11,383
1967	8,900	8,900	300	2,667	3.21	8,548

Note: In Texas, acreage and production not reported in 1969 and 1970.

1/ 1967-70 average yields by States.

Comments

The 1970 late spring onion production was substantially above a year earlier due to sharply larger plantings and a high yield in California. In Arizona, production was moderately more than in 1969.

Shipments from the Imperial Valley of California began in late April and were in volume during May and early June. Central Arizona shipments were active in late May and peaked in early June. Movement from the Stockton District of California was heaviest in late June, followed by peak supplies from the Kern District in early July. During April 1970, imports from Mexico were much higher a year earlier. Import volume declined sharply in May.

Despite active movement from the Texas early spring crop through May, moderate shipments from the late spring areas, combined with a small early summer output contributed to a strong onion market during June and July. Prices firmed in early June and averaged much higher than in 1969.

In 1971, late spring growers may encounter more competition from early spring supplies. Also, storage holdings may be larger than the short 1970 supply. Nevertheless, markets should absorb the production from an equal acreage.

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with no abandonment and a 1967-70 average yield by States, will result in a production 4 percent less than in 1970.

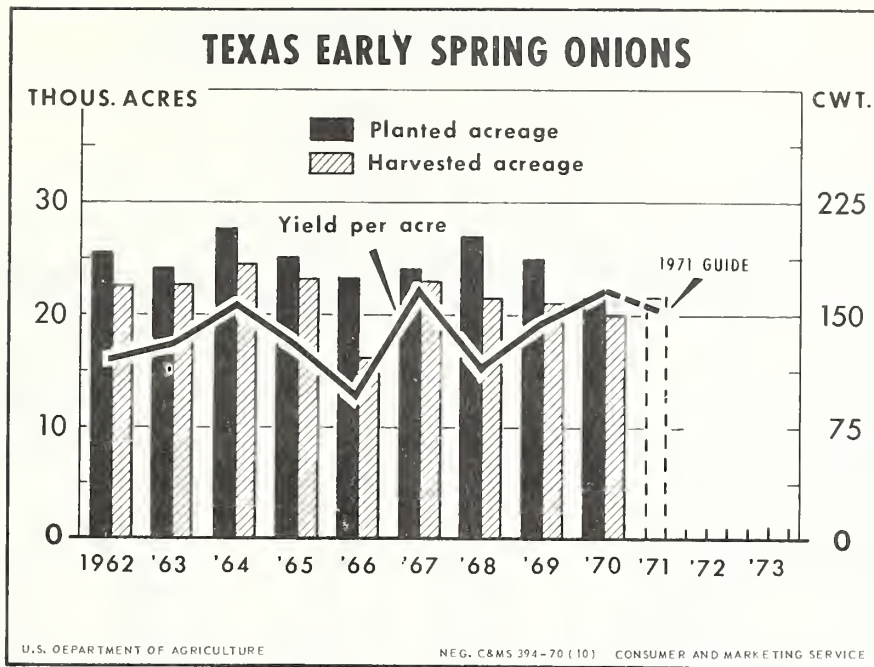


Figure 20

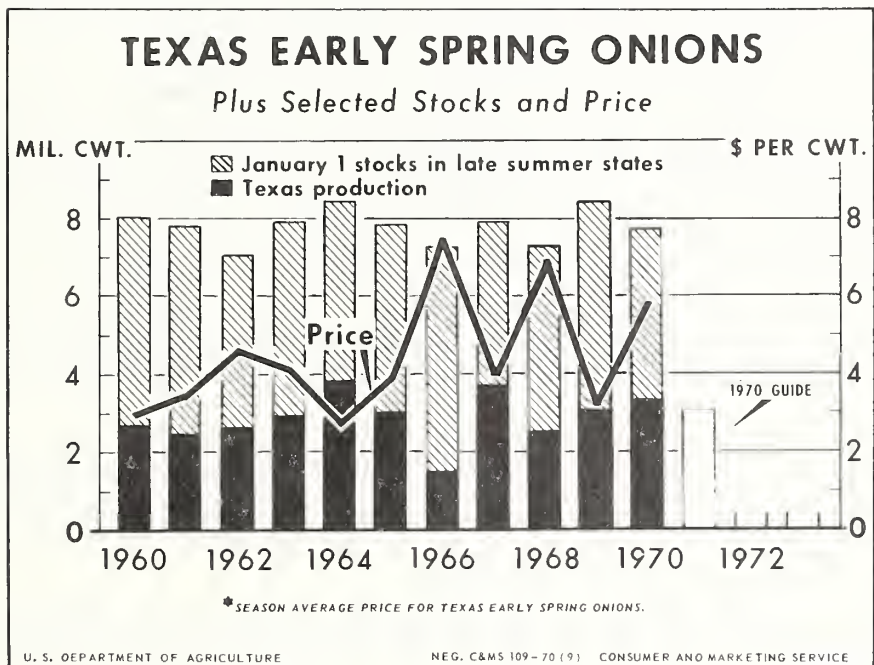


Figure 21

1971 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Green Peppers - Spring

(Florida and Texas)

Year	: <u>Acreage</u> :	Yield :	:	:	:
	:Planted:For harvest: per acre :Production: Price : Value				
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1971 Acreage Guide and probable production</u> (planted acreage equal to 1970)					
	9,800	1/ 98	903		
<u>Background statistics</u>					
1970	9,800	8,200	65	536	20.50 10,993
1969	10,000	9,600	94	906	12.50 11,351
1968	8,800	8,000	100	801	14.80 11,821
1967	8,800	8,300	102	850	13.70 11,681

1/ 1966-69 average yield.

Comments

Total 1970 spring green pepper production was only about half as large as the 1969 crop. Although crops in most Texas areas developed favorably, heavy March rains caused extensive losses in southern Florida.

Florida marketings were down sharply from 1969 and the smallest in more than a decade. Excessive rains damaged crops in the Pompano area and in Ft. Myers. As a result, Florida weekly shipments in April and early May were nominal. When active harvesting began in central Florida in late May, shipments increased sharply, but peak volume in early June was much less than normal. Texas shipments were active by late May, with heaviest movement during early June (Figure 26).

During the 1970 spring a record volume of green peppers was imported from Mexico. Total April-May imports were more than double the moderate volume of a year earlier.

Green pepper prices in Florida during the 1970 spring were the highest ever recorded. In response to the small total volume, prices advanced sharply in April and continued extremely high through late May. Even so, total crop value in Florida was less than in 1969. Also, unusually high unit production costs further reduced returns to growers.

Assuming normal yields, an equal acreage in 1971 should result in an adequate supply.

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1966-69 average yield, will result in a production about two-thirds more than in 1970.

1971 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Spinach

(New Jersey, Maryland and Virginia)

Year	: Acreage :		Yield :			
	:Planted:	For harvest:	per acre :	Production:	Price :	Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1971 Acreage Guide and probable production</u>						
(planted acreage equal to 1970)	2,400		1/ 56	129		
<u>Background statistics</u>						
1970	2,400	2,300	55	126	9.08	1,144
1969	2,750	2,450	55	135	7.31	987
1968	2,450	2,200	55	121	7.25	877
1967	2,850	2,650	57	150	7.50	1,125

1/ 1967-70 average yield.

Comments

As a result of reduction in plantings in principal eastern areas, the 1970 spring spinach production was less than a year earlier. Extremely cool, wet weather restricted yields in central and northern New Jersey. But in Virginia, the crop developed favorably and yield averaged higher than in 1969.

The 1970 spring spinach marketings followed the usual schedule. Virginia shipments were active in late April, and moderate supplies moved from New Jersey and Maryland areas during May.

Although the volume of California and Texas winter crop spinach marketed during the spring was larger than a year earlier, total supplies in principal eastern markets continued below normal through April and May of 1970. In response to the light volume, prices averaged well above 1969.

In 1971, spring holdings of processed spinach are expected to be moderately more than last spring. Nevertheless, fresh markets should absorb the production from an equal acreage.

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1967-70 average yield, will result in a production 2 percent more than in 1970.

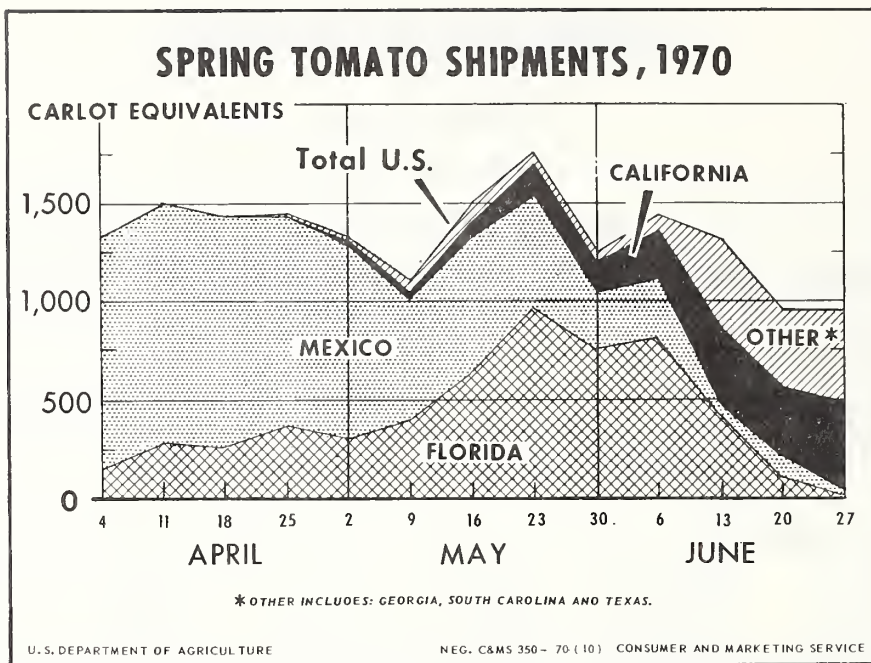


Figure 22

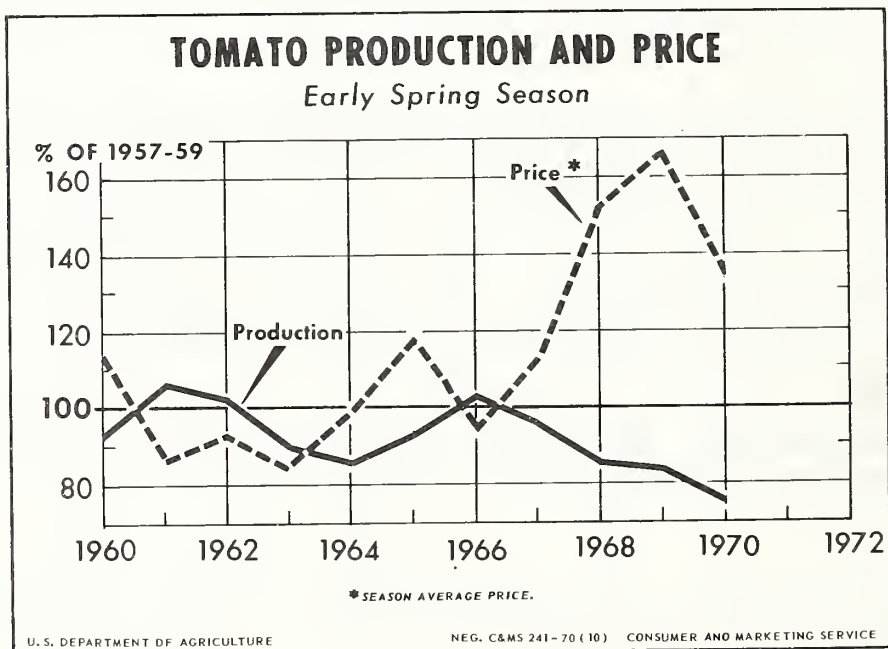


Figure 23

1971 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Tomatoes - Early Spring

(Florida, Texas and California)

Year	: <u>Acreage</u> :		Yield :	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price :	Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and
probable production

(see guide below) 25,000 1/ 156 3,529

Background statistics

1970	32,900	25,900	110	2,843	12.10	34,447
1969	24,400	23,700	135	3,200	13.90	44,558
1968	19,000	17,800	182	3,240	13.40	43,512
1967	19,300	17,800	203	3,619	9.93	35,943

1/ 1967-70 average yields by States.

Comments

All producing areas increased plantings in 1970. The large increase in Florida reflected some reseeding of winter-damaged acreage that matured in the spring. Adverse weather reduced yields, particularly in Florida, and total early spring output was substantially below 1969. However, a record volume of fresh tomatoes was shipped in from Mexico (Figure 22).

Adverse weather also reduced Florida's winter crop, and weekly movement from Florida was light during March and into late April. In the Ft. Pierce and Immokalee area, picking began in early April but most of the supply was moved between mid-April and mid-May, prior to peak movement from the West Coast Section which occurred the last half of May and continued into June. The 1970 Florida average price was relatively low (Figure 23).

The small volume of shipments from the Rio Grande Valley of Texas peaked between mid-May and mid-June. The average price was well below 1969.

In California's Imperial Valley, harvest of cherry tomatoes was active in April. "Round" tomato volume increased in late May and peaked in June.

In the spring of 1971, markets should absorb a larger volume compared with the short 1970 crop.

1971 Guide

The 1971 guide is a planted acreage 30 percent less than in 1970 in Florida, and an acreage equal to 1970 in California and Texas. Such an acreage, with normal abandonment and 1967-70 average yields by States, will result in a production 24 percent more than in 1970.

1971 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Tomatoes-Late Spring

(South Carolina, Georgia, Louisiana and Texas)

Year	: <u>Acreage</u> :		Yield	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	: Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1971 Acreage Guide and <u>probable production</u> (planted acreage equal to 1970)	19,600		<u>1</u> / 69	1,271		
<u>Background statistics</u>						
1970	19,600	18,300	66	1,199	10.50	12,585
1969	20,000	18,600	66	1,232	9.73	11,991
1968	19,500	18,500	69	1,269	9.80	12,437
1967	18,000	17,100	74	1,272	8.96	11,403

1/ 1967-70 average yield.

Comments

Total late spring tomato acreage and production in 1970 dipped slightly from the relatively narrow range of recent years. The 1970 moderate output returned the second highest seasonal price on record. A late start in harvest in early summer producing areas in the East aided the late spring market.

In southern Georgia, harvest was underway in late May and peaked in June. Harvest of late plantings in other areas of Georgia continued into late summer. Movement from South Carolina and Louisiana was active during June and completed about mid-July. High prices were received for South Carolina and Louisiana marketings, although returns in Georgia were less than the high level in 1969.

In central and east Texas areas, most of the crop was picked during June. In the High Plains area, supplies were in volume after mid-August. The 1970 crop value in Texas was well above 1969.

In 1971, an equal acreage is recommended in late spring producing areas.

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1967-70 average yield, will result in a production 6 percent more than in 1970.

1971 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Cantaloups-Spring

(Florida, Texas, Arizona and California)

Year	: <u>Acreage</u> :		Yield	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	: Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
1971 Acreage Guide and probable production (See guide below)	43,900		1/ 101	4,182		
<u>Background statistics</u>						
1970	41,000	38,200	97	3,706	8.38	31,069
1969	50,800	48,100	101	4,848	6.44	31,214
1968	41,100	38,200	101	3,841	7.16	27,516
1967	34,900	33,800	115	3,885	8.86	34,440

1/ 1967-70 average yield by States.

Comments

Spring cantaloup acreages in Arizona and California were reduced substantially in 1970. And output in the West was a third less than a year earlier. In Texas, production was down slightly.

Imports from Mexico furnished most of domestic needs through May. Import volume exceeded that in 1969 by a wide margin. Also, during May, a moderate supply developed in the Lower Rio Grande Valley of Texas, with south Texas harvest peaking in June.

The total 41-city unload volume during June originating in Arizona and California fell sharply below June 1969 unload levels. Western volume during July also was considerably less.

Spring cantaloup prices were high during May and June, reflecting both a tight spring supply and a below normal early summer output. However, total value of 1970 spring sales was less than in 1969 due to the smaller volume of marketings. Spring crop details are shown in Figure 24.

In 1971, markets should readily absorb the production from a total acreage substantially larger than that planted in 1970.

1971 Guide

The 1971 guide is a planted acreage 15 percent more than in 1970 in Arizona and California, and equal to 1970 in Florida and Texas. Such an acreage, with normal abandonment and 1967-70 average yield by States, will result in a production 13 percent more than in 1970.

1971 Acreage-Marketing Guides
Spring Vegetables for Fresh Market

Watermelons-Spring

(Florida and California)

Year	: <u>Acreage</u> :		Yield	:	:	:
	:Planted:	For harvest:	per acre	:Production:	Price	: Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)
<u>1971 Acreage Guide and probable production</u>						
(see 1971 guide below)	59,500		<u>1/</u> 143	7,942		
<u>Background statistics</u>						
1970	53,900	51,400	149	7,668	2.64	20,207
1969	64,600	59,100	135	7,963	2.50	19,908
1968	66,600	61,600	136	8,372	2.25	18,799
1967	63,700	60,700	149	9,061	2.25	20,421

1/ 1967-70 average yields by States.

Comments

The 1970 total spring watermelon production was the smallest in a decade (Figure 25). Although shipments bunched during June, market returns were high, especially in California.

Both spring States reduced 1970 plantings sharply but high yields partly offset the smaller acreages. Following adverse weather, the Florida harvest was late. Volume from South Florida accelerated during the last half of May and peaked in late May. At that time, import volume from Mexico was substantial. Central and North Florida volume was heavy in June and overlapped harvests in Alabama and Georgia.

In the Imperial Valley of California, picking was light through May but volume attained a high level by the second week in June. Substantial competing supplies developed in South Texas beginning in late May, and continued at a high level through June. Movement from Arizona was active in late June.

Assuming normal timing in harvests in 1971, markets should assimilate the production from an acreage substantially larger than was planted in 1970.

1971 Guide

The 1971 guide is a planted acreage 15 percent more than in 1970 in California and 10 percent more than in 1970 in Florida. Such an acreage, with normal abandonment and 1967-70 average yields by States, will result in a production 4 percent more than in 1970.

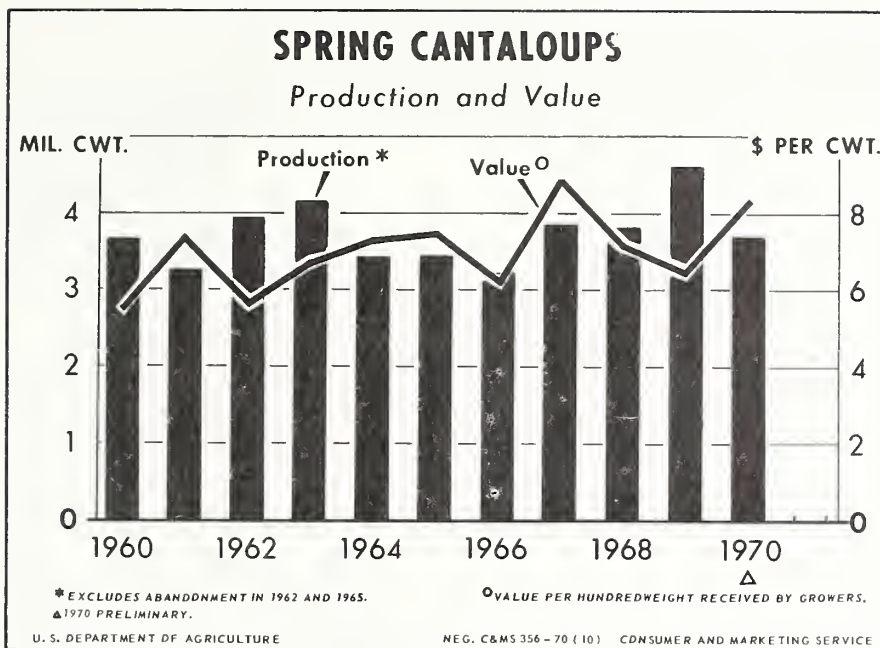


Figure 24

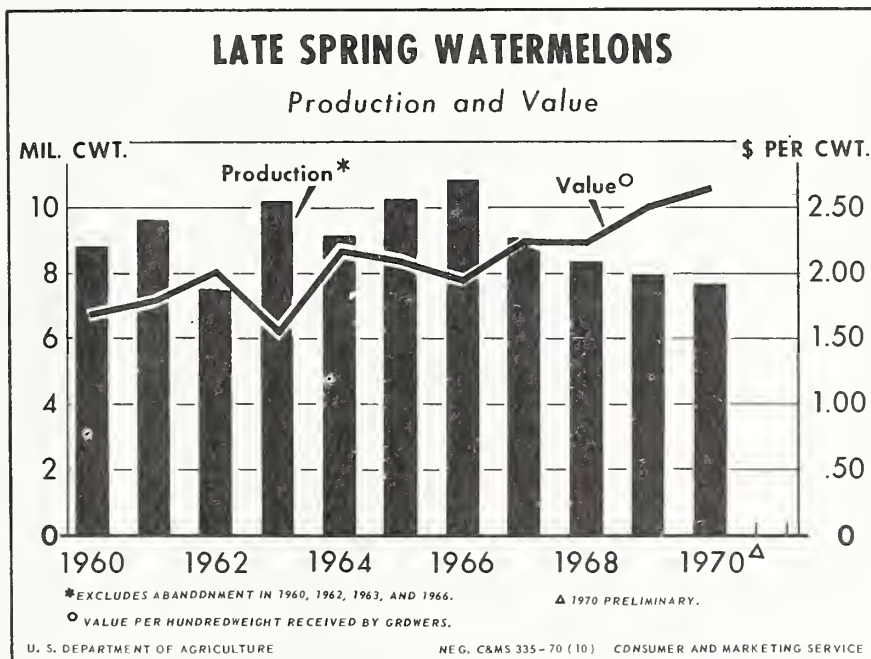


Figure 25

Official Business
Penalty For Private Use, \$300



POSTAGE & FEES PAID
United States Department of Agriculture

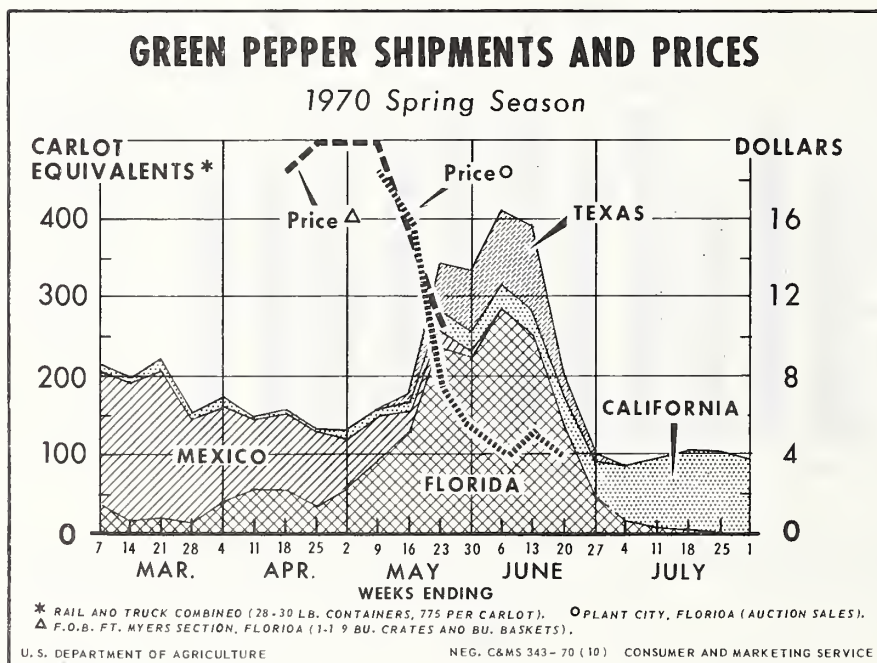


Figure 26